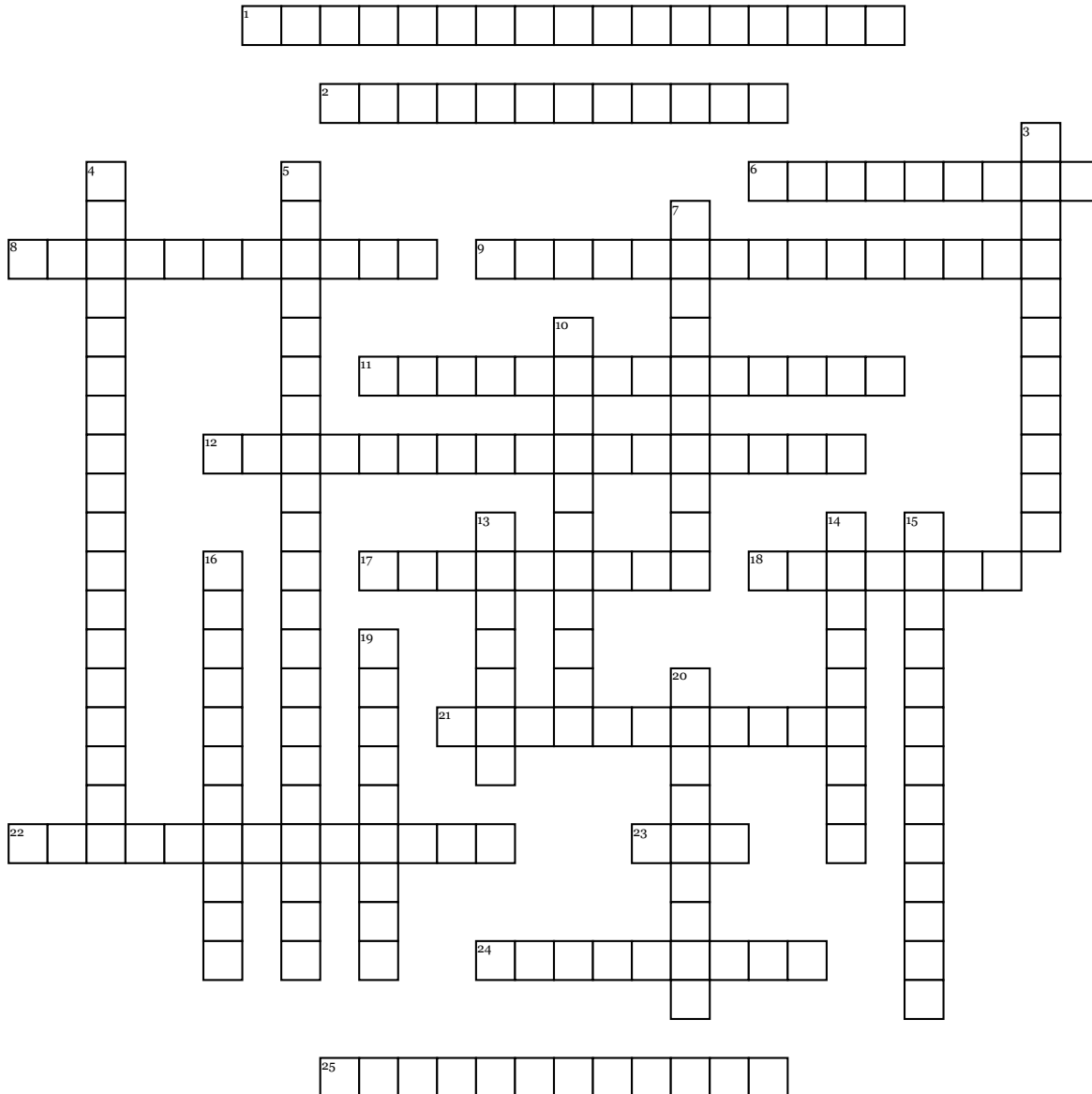


Name: _____

Date: _____

FMD 258 Midterm Crossword



Across

1. Companies that do business only in their home countries.
2. These shoppers spend the least per trip but the most annually.
6. A period where there is less money in the economy than there was previously.
8. A reduction in the international exchange value of currency.
9. Retail businesses that focus on specific product categories.
11. The physical presence of a business or organization in a building or structure.
12. The number of times per year that a retailer sells its inventory.
17. Selling rights of brand to manufacturers, company typically receives a royalty.
18. Creation of an independent company through sale or distribution of new shares
21. One party grants another the right to use their trademark or trade-name.

22. A retail store that sells products at prices that are lower than they typical market value.

23. A city with 50,000 or more inhabitants, or an urbanized area of over 100,000

24. A set of business activities that adds value to the products and services sold to consumers for their personal and family use.

25. An expansion with a compatible company in a host country; there are shared risks and profits.

Down

3. A social movement advocating fair interaction between people and merchants.

4. They have a shifted emphasis from producing textiles and apparel to consuming them.

5. Suppliers sell through as many retailers as possible.

7. Searching a database for pertinent information that can be used to target future offers to customers.

10. For this type of retailer production processes are expedited in order to get new trends in the store as quickly and cheaply as they can.

13. Two or more companies pooling resources in order to be one larger company.

14. A secondary line of merchandise created by a high-end fashion house or brand.

15. The "make it or break it" season for retailers.

16. A consumers degree of awareness about a brand and its image.

19. The process that uses product, price, promotion, and distribution to address customer needs effectively and to turn a profit.

20. A type of photo that doesn't promote a specific product, but rather the overall image or brand of the company.