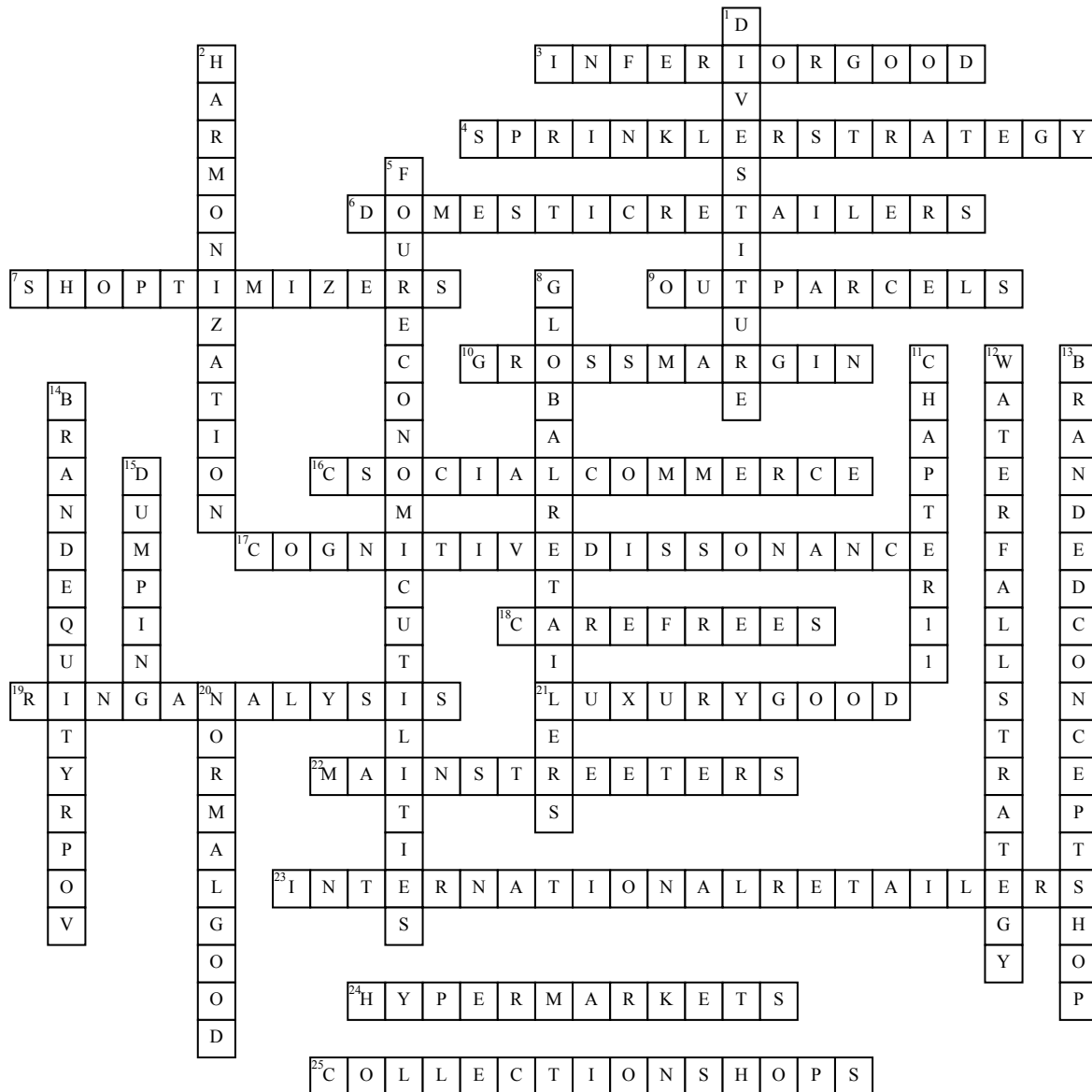


# FMD 258: Mid-Term Study Guide



## Across

3. Increase in income causes fall in demand
4. International entry tactic when companies enter each country one after another
6. Only do business in their home countries; between states
7. shop 4x a week and spend the least per trip but most annually
9. Tracts of land on the edge of a shopping center/commercial site that are owned by developer of property
10. Difference between net sales and cost of merchandise; percentage
16. Content, Community, Commerce, Context, Connection, Conversation
17. Anxiety when people have mixed feelings or beliefs

18. Shop 2x a week, ignore pricing; spend most per trip and least annually
19. Using an existing or potential retail site as locus to determine trading radius
21. Increase in income causes a bigger % increase in demand
22. Shop 2.5x per week, influenced by location and in-store promotion(impulse)
23. Business in home country and within trading bloc; two or more diff. countries
24. 150,000 square feet; 70% general merchandise and 30% food products
25. Stand alone specialty stores feature merchandise by international designers

## Down

1. Selling of one business to another company
2. tax rates across several countries are brought into equilibrium

5. Time, Place, Form, and Possession
8. Exchange between two or more different countries across international borders; look to invest
11. Allows company a grace period to reorganize its financial affairs
12. International entry tactic when companies enter several countries simultaneously
13. Store-within-a-store departments featuring internationally known merchandise
14. Achieves greater market share, able to charge premium prices, generates a lot of consumer loyalty
15. Exporting goods priced lower than those manufactured in the country that imports the merchandise
20. Increase in income causes increase demand