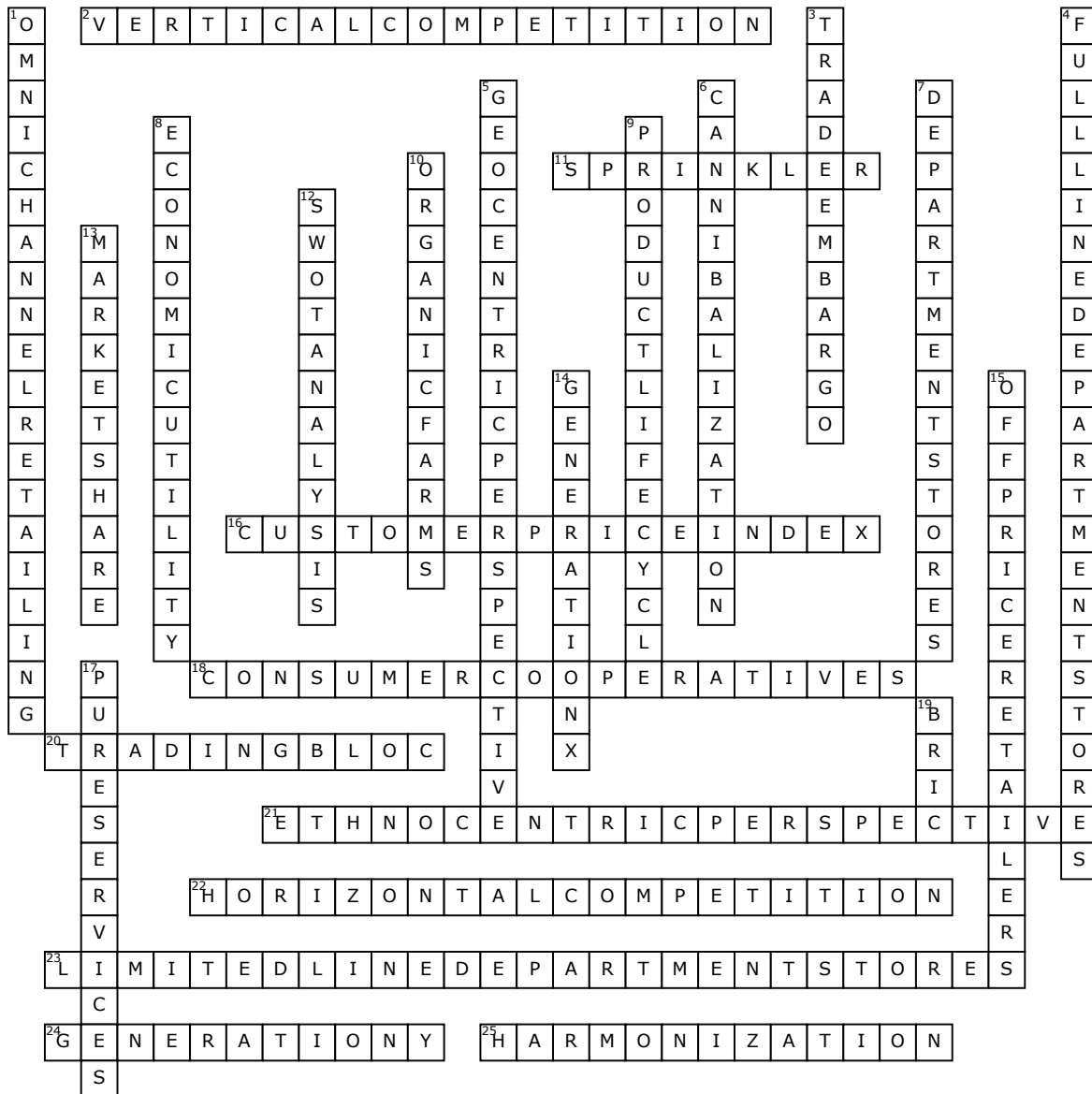


Name: _____

Date: _____

Midterm



Across

2. What involves a retailer against a wholesaler or manufacturer that also engages in retailing?

11. the international entry tactic by which companies enter each country or market consecutively

16. What is an economic indicator that measures changes in the cost of living due to inflation?

18. What are stores in which customers own a state to receive lower prices on merchandise and may participate in profit sharing?

20. What is a major geographic trading area that tends to have close political cultural or economic ties?

21. What perspective views individual cultures or countries in a narrow focus and perpetuates the viewpoint of one's own culture or country?

22. What involves retailer against retailer?

23. what is a store that focus' on a few closely related categories of merchandise?

24. those born between 1970 and 1992 who include contemporary young adults teens and older school-age children?

25. tax rates across several countries are brought into equilibrium

Down

1. What is the optimal practice of aligning merchandising logistics technologies and all other functions fully in order to serve customers consistently well across all selling options?

3. What is a restriction set by a government on the importation of goods?

4. what stores carry both soft goods like apparel accessories and shoes and hard goods like home electronics and furniture?

5. What perspective views the world as a whole?

6. What is the loss of sales from one retail sector to another caused by the introduction of competing products or services?

7. what stores are retail companies that keep a large facility and carry broad assortments of goods organized by use function and brand?

8. What is the ability of a product to satisfy consumers needs and wants?

9. What is the process of tracing the existence of a product in the marketplace by examining the stages through which it passes and the time it spends in each stage?

10. newly developed domestic Chinese companies

12. A list a company strengths weaknesses opportunities and threats and is used to determine future direction

13. What is the proportion of industry-wide product sales earned by one company?

14. children of early baby boomers usually those born between 1965 in 1977?

15. What are specialty discount stores that sell branded products at 20 to 60% less than traditional specialty or department stores?

17. What are banking institutions, hotels, and restaurants, skin care spas and pet care agencies? and

19. Brazil Russia India and China