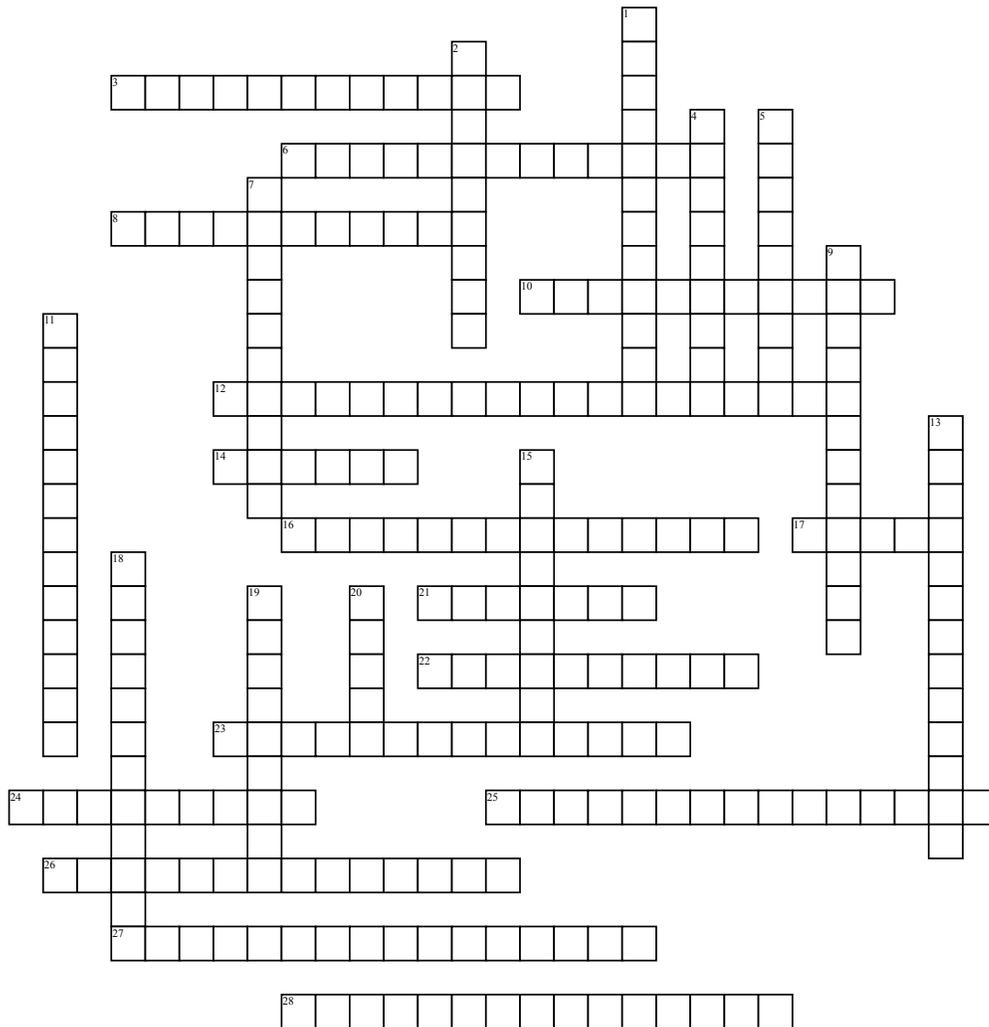


# FMD 258 Assignment 6



**Across**

- 3. Taking advantage of consumers by marking up prices on retail products to an unreasonably high level
- 6. Integrated supply chain distribution systems that allow rapid replenishment of merchandise
- 8. The purchasing of one company by another
- 10. A parent company selling one of its businesses to another company
- 12. Anxiety that occurs when people have mixed feelings or beliefs
- 14. Two or more companies pooling resources in order to be one larger company
- 16. Classification of people on the basis of their lifestyles, activities, interests and opinions
- 17. North America Industry Classification System
- 21. New chains launched by retailer for the purpose of filling a market need or reaching a new target market
- 22. Probing a database for pertinent information that can be used to target future offers to customers

- 23. Staging promotions that benefit charitable organizations or communities and build public relations for the sponsoring retailer
- 24. The period of time between a person's receipt and catalogue or advertisement and actual sale
- 25. The loss of sales from one retail sector to another caused by the introduction of competing products or services
- 26. A discount store that operates on much lower markups and gross margins than other discount retailers
- 27. For retailers to offer the same goods as their competition
- 28. Explains the way retail organizations expand and contract in response to changes in the market

**Down**

- 1. Emotionally based and concerned with serving the ego
- 2. Internal computer communication systems within a business or institution
- 4. Decrease of prices and wages because of reduction in the amount of money available
- 5. Increase in prices over time because of increase in volume of money and credit

- 7. A company or individual that acts as a middleman between list buyers and sellers
- 9. Restriction set by a government on the importation of goods
- 11. An increase in income that causes a fall in demand
- 13. Combining two or more companies for the purpose of achieving greater dominance in the marketplace
- 15. Reduction in value of stock due to employee theft, shoplifting and human error
- 18. Stores that are 150,000+ sq foot, 70% which is devoted to general merchandise and 30% food product
- 19. Secured computer links between business partners such as retailers and suppliers
- 20. A British term for a line of people

**Word Bank**

- |                 |                   |                      |                |
|-----------------|-------------------|----------------------|----------------|
| DEFLATION       | TRADE EMBARGO     | INTRANETS            | SPIN OFF       |
| DIVESTITURE     | ACCORDION THEORY  | DATA MINING          | LIST BROKER    |
| PSYCHOGRAPHICS  | SAMENESS SYNDROME | CAUSE MARKETING      | CONSOLIDATION  |
| CANNIBALIZATION | ACQUISITION       | QUEUE                | SHRINKAGE      |
| DEEP DISCOUNTER | INFLATION         | HYPERMARKETS         | HEDONIC NEEDS  |
| EXTRANETS       | NAICS             | COGNITIVE DISSONANCE | PRICE GOUGING  |
| QUICK RESPONSE  | MERGER            | CARRYOVER            | INFERIOR GOODS |