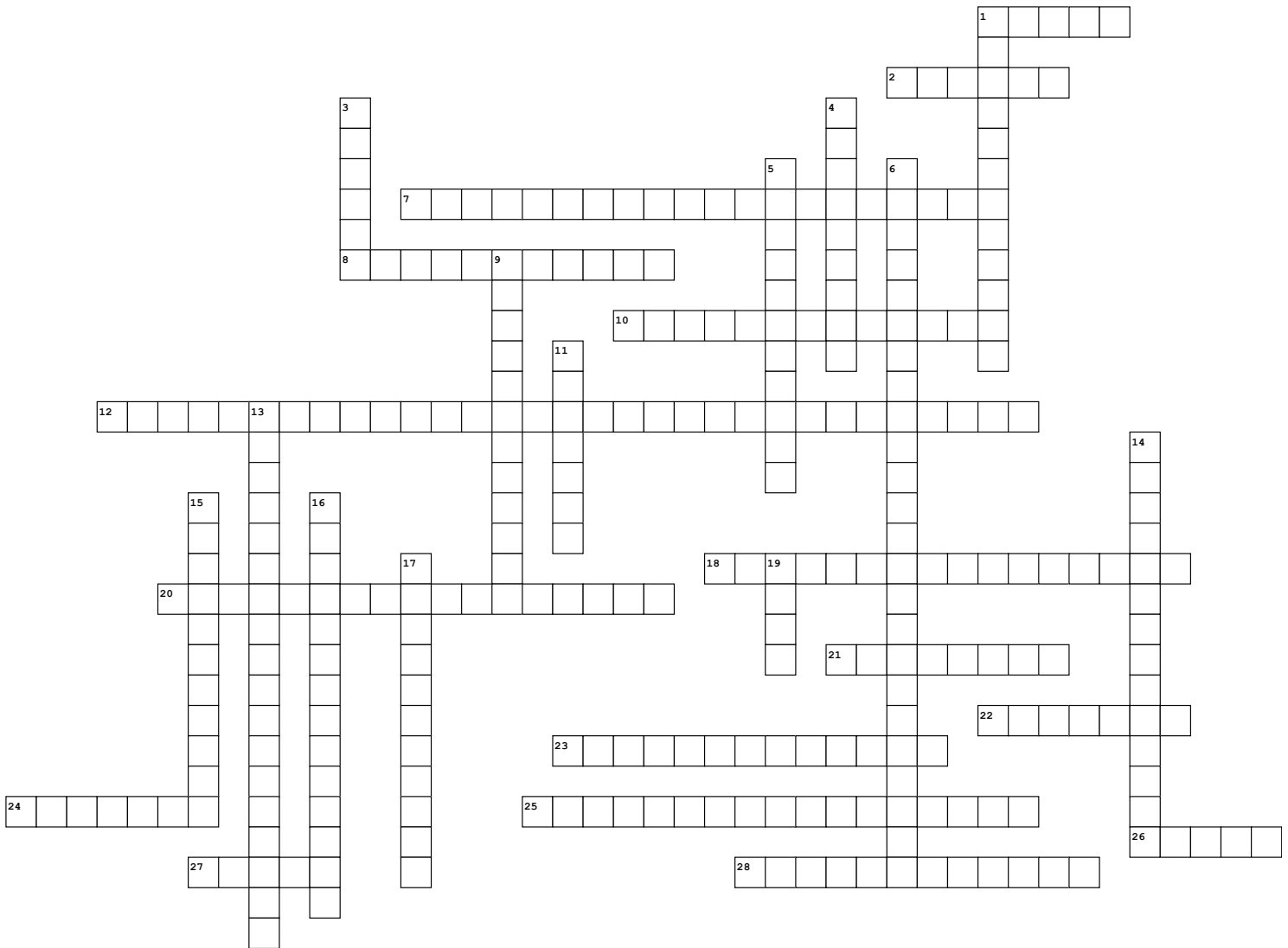


# Marketing Vocab



## Across

1. the means of getting the product in the customers hands
2. having a strong & often bad effect on something
7. includes all businesses
8. Having a product available at a certain time
10. the idea that a business should strive to satisfy buyers
12. combines customer info with customer service
18. info about customers
20. the exchange of a product for money
21. a good/ helpful effect/ result
22. providing customers with services they want

## Down

1. having a product where customers can buy it
3. group of people who share the same needs and have the ability to purchase a product
4. activities related to selling and advertising a product
5. percentage of total sales generated by company in that given market
6. maintaining/improving a product due to reactions
9. a group identified for a specific market
11. the thing you sell
13. breaking down the market into smaller groups
14. understanding concepts & strategies to promote to an audience

- 23.** deciding how to get product into consumers hands
- 24.** the function of marketing to add value to a product
- 25.** affects economy and & standard of living in countries
- 26.** tangible items that have monetary value
- 27.** what is exchanged for a product
- 28.** includes product place price and promotion

- 15.** involves communication with the customer
- 16.** consumers who purchase goods and services for personal use
- 17.** changing raw materials into useless goods
- 19.** strength weakness opportunists and threats