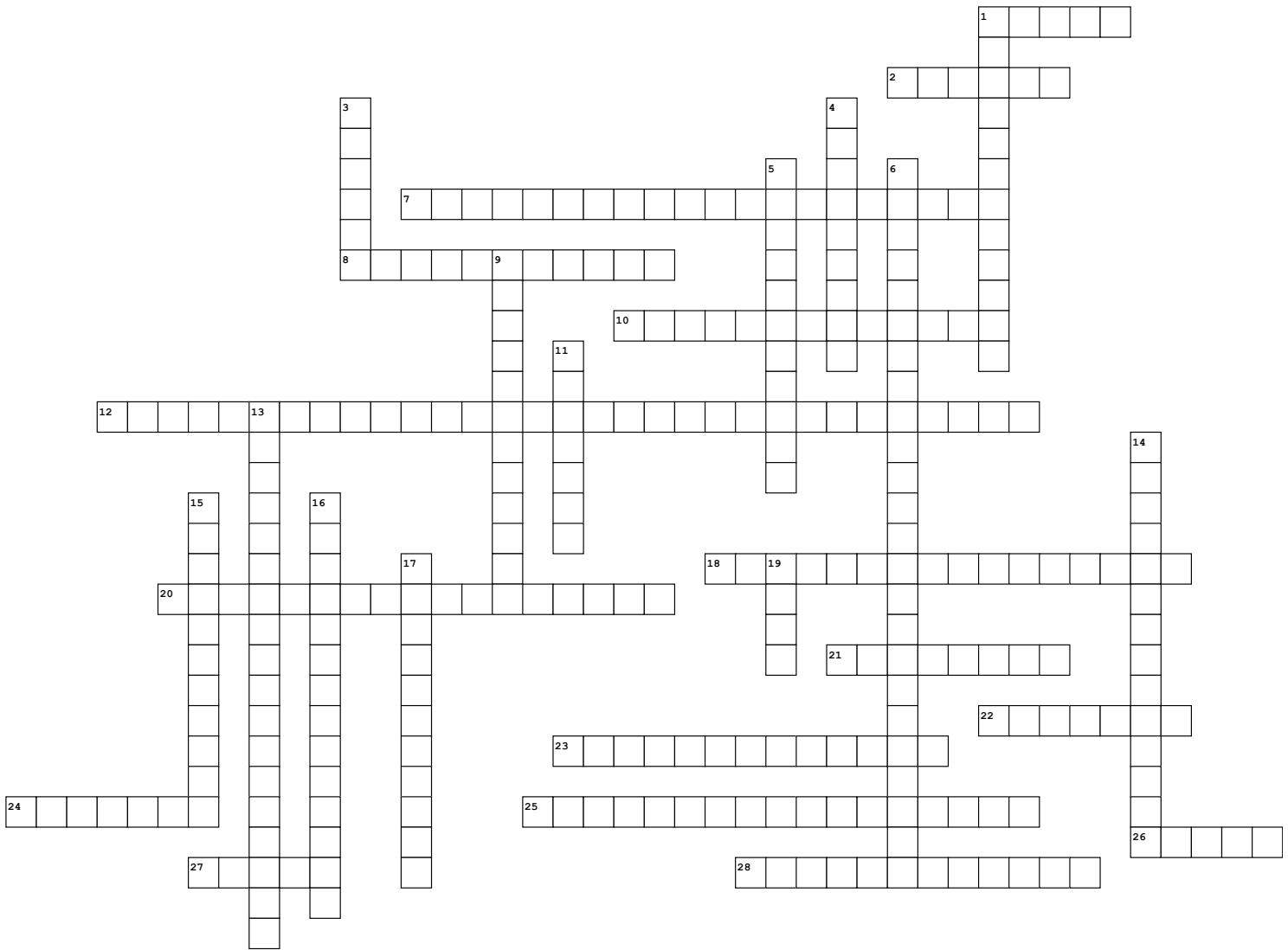


Marketing Vocab



Across

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

Down

- having a product where customers can buy it
- group of people who share the same needs and have the ability to purchase a product
- activities related to selling and advertising a product
- percentage of total sales generated by company in that given market
- maintaining/improving a product due to reactions
- a group identified for a specific market
- the thing you sell
- breaking down the market into smaller groups
- 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