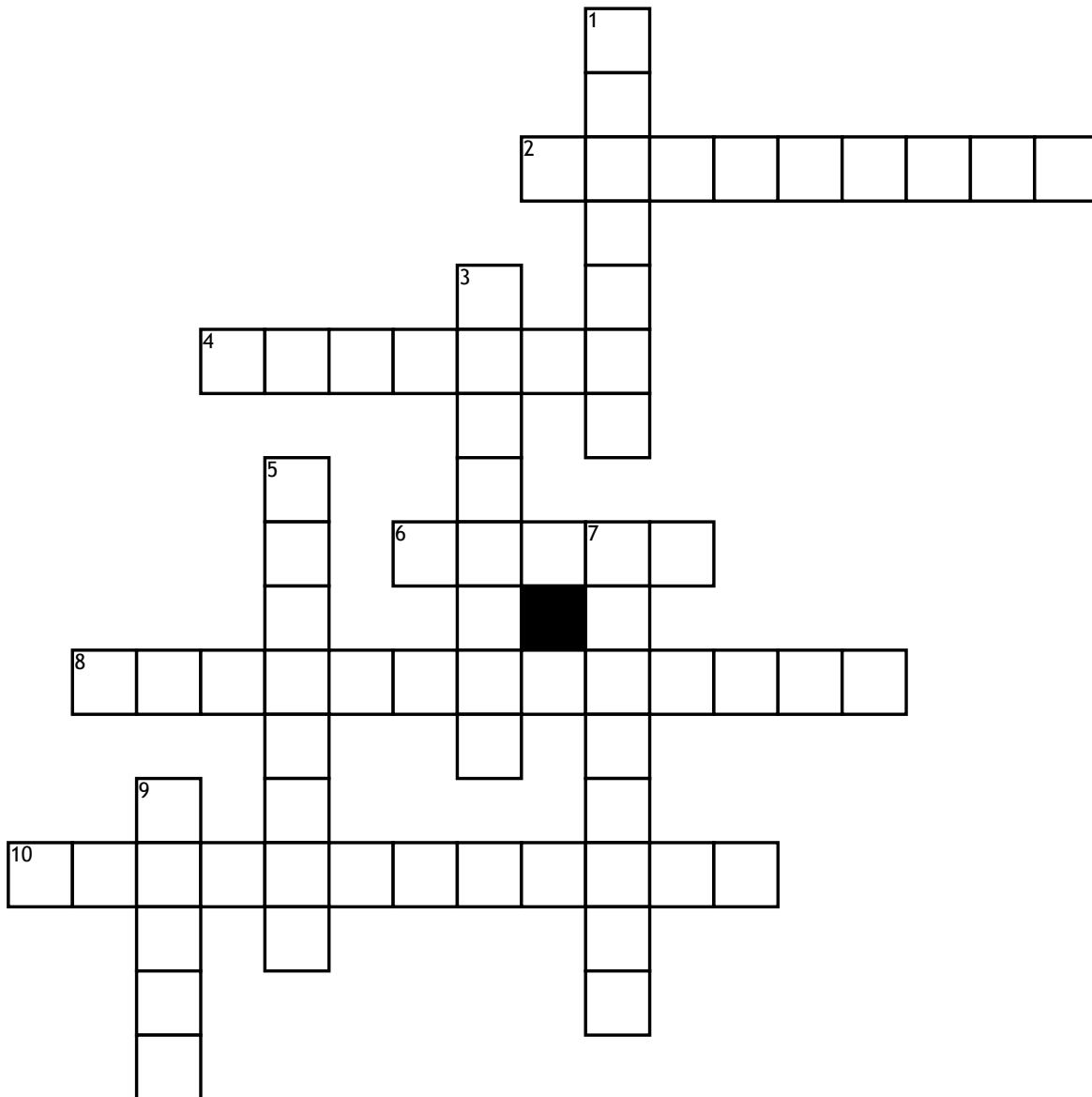


Name: \_\_\_\_\_

Date: \_\_\_\_\_

29.02.2016

**Across**

2. Communication between the business and customer, making the customer aware that the product is for sale, telling or explaining to them what is the product, making the customers aware of how the product will meet the customers' needs and persuading them to buy it for the first time or again.
4. A good or service produced by a business or organisation and made available to customers for consumption.
6. The way in which a product is distributed - how it gets from the producer to the consumer
8. The wants and desires of buyers of a product or the customers of a business

10. The combination of factors which help the business to take into account customer needs when selling a product

**Down**

1. Where buyers and sellers meet to exchange goods and services
3. A business which sells (or supplies) products to another business.
5. Any person or organisation which buys or is supplied with a product by a business
7. The person who ultimately uses (or consumes) a product
9. The amount of money customers have to give up to acquire a product