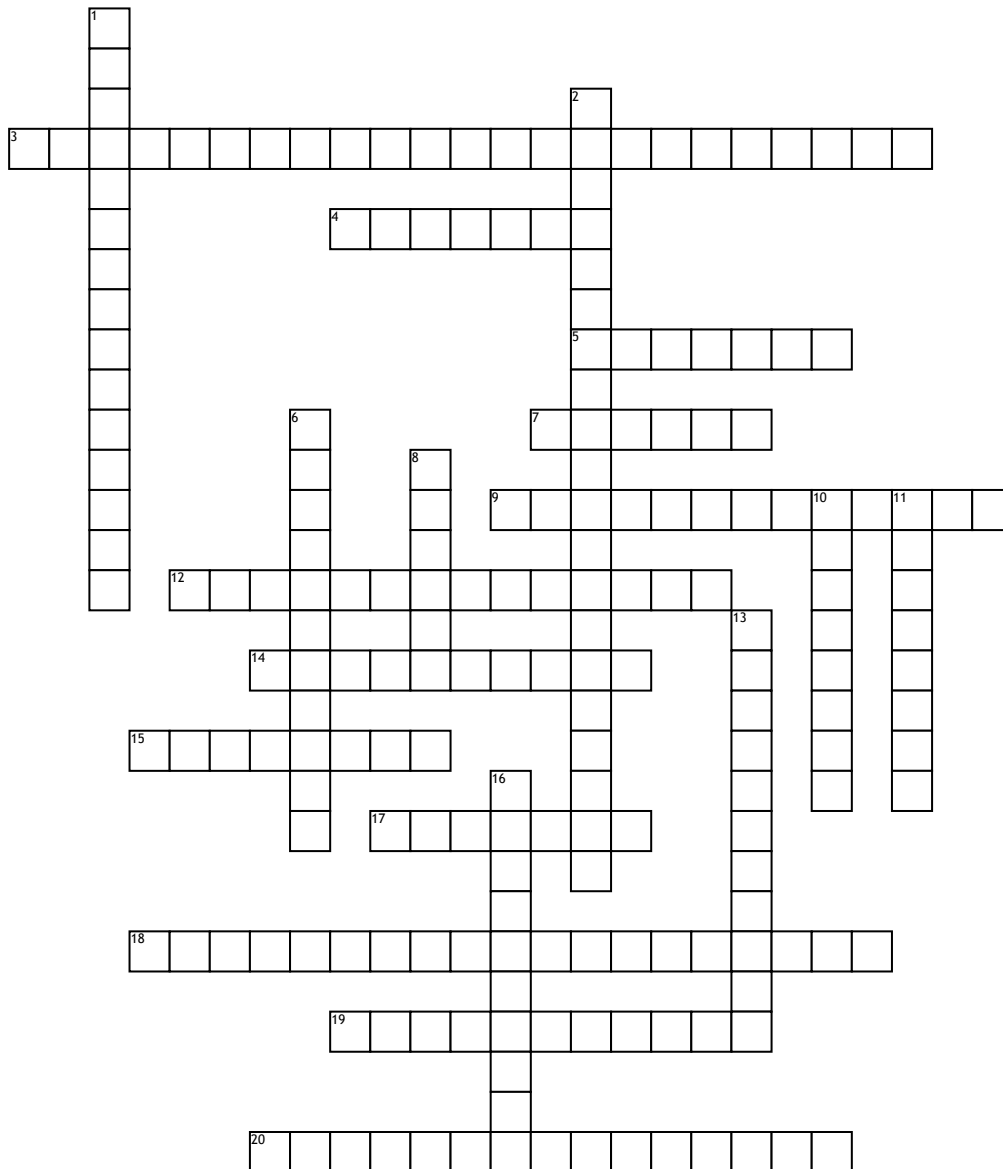


5.00 crossword word search



Across

3. You need to find out what your competitors charge, then decide what you should charge for your product.

4. A code or detachable part of a ticket, card, or advertisement that entitles the holder to a certain benefit, such as a cash refund or a gift.

5. A marketing function that involves the determination of an exchange price at which the buyer and seller perceive optimum value for a good or service.

7. Sales climb rapidly, units costs are decreasing, the product begins to show a profit, and competitors come into the market. (Product Life Cycle)

9. Advertising by printed mail (sales letters, flyers, or catalogs) and email.

12. Advertising by radio and television. Also called Time Media.

14. Costs that must be paid regardless of how much of a good or service is produced. (Ex: Lease, Insurance, salaries)

15. Clearly defined or identified

17. Sales and profits continue to fall. (Product Life Cycle)

18. The amount customers owe a business.

19. Forecasting methods are based on expert opinion and personal experience.

20. The amount a business owes to creditors.

Down

1. Outlines the promotional tools or tactics you plan to use to accomplish your marketing objectives.

2. A printed advertisement that is published in a newspaper.

6. Making as much money as possible or simply covering the cost.

8. An individual's need or desire for a product or service at a given price.

10. When a company controls all of a market.

11. To sell or offer for sale at a reduced price.

13. A percentage of total sales volume in a market captured by a brand, product, or company.

16. The maximum amount a salesperson may allow a customer to change without getting special authorization.