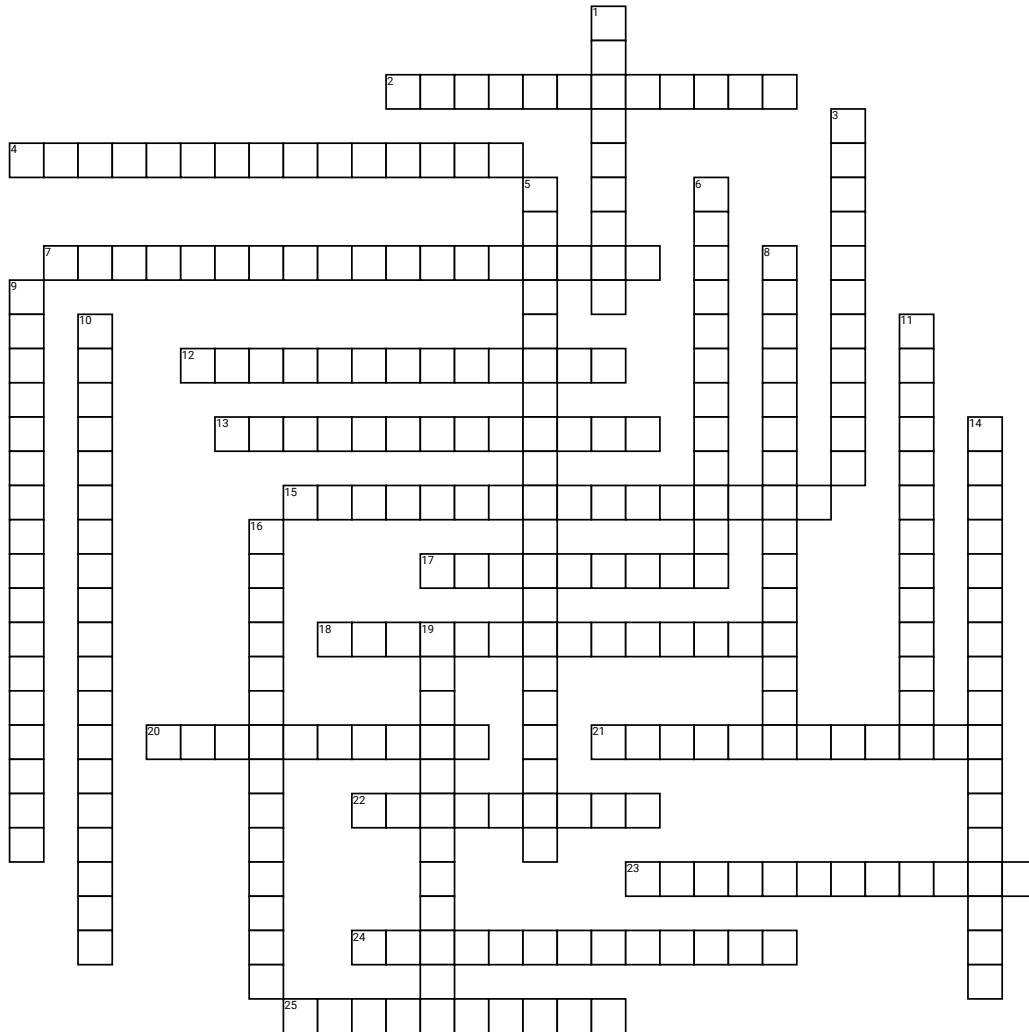


Name: \_\_\_\_\_

# ASSIGNMENT 6



## Across

2. Process of preparing in-depth evaluations before a merger or acquisition can occur.  
4. Combination of geographic information with demographic attributes that describe a population.  
7. "A measure of the average change over time in the prices paid by urban customers for a market basket of consumer goods and services."  
12. Used when determining a trading area by considering natural and human-made phenomena that apportion the space into straight-sided geometric shapes.  
13. Boycotting foreign-made products in order to support domestic manufacturers.  
15. Human needs that stem from the socialization process and involve intangible aspects, such as status, acquisition, or love.  
17. Secured computer links between business partners such as retailers and suppliers.  
18. Percentage of annual sales above a threshold volume paid by the retailer to the lessor.  
20. Company or individual that acts as a middleman between list buyers and sellers.

21. When a trading radius is determined by using an existing or potential retail site as the locus. Also known as the concentric circles method.  
22. Internal computer communication systems used within a business or institution.  
23. Stores of 150,000 square feet or more, 70 percent of which is devoted to general merchandise and 30 percent to food products.  
24. Used to look up a topic of general interest or to do research on the Internet.  
25. Caribbean initiative programs offering low taxation on goods, among other incentives, to encourage manufacturing in selected countries.  
**Down**  
1. Leasing term that describes a retailer's responsibility for paying insurance, utilities, and internal upkeep.  
3. Difference between net sales and the cost of merchandise sold, expressed as a percentage.  
5. Optimal practice of aligning merchandising, logistics, technologies, and all other functions fully in order to serve customers consistently well across all selling options.

6. Human needs that are emotionally based and concerned with serving the ego.  
8. Establishment of uniform operational, environmental, and monetary systems across several countries.  
9. International entry tactic by which companies enter each country or market consecutively.  
10. When two or more supply chain members are owned by the same company.  
11. Physiological needs for food, warmth, shelter, and sex.  
14. International entry tactic by which companies enter several countries or markets concurrently.  
16. Physical facilities and services that support a specific area and include highway and transportation systems, communication networks, and public and private utilities.  
19. Latin phrase meaning "let the buyer beware."

## Word Bank

- |                    |                   |                      |                 |                       |
|--------------------|-------------------|----------------------|-----------------|-----------------------|
| Hedonic Needs      | Psychogenic Needs | Waterfall Strategy   | 807 Program     | Due Diligence         |
| Standardization    | Ring Analysis     | Natural Search       | Geodemographics | Vertical Integration  |
| Sprinkler Strategy | Hypermarkets      | Triple Net           | Intranets       | Polygon Method        |
| Protectionism      | Infrastructure    | List Broker          | Extranets       | Omnichannel Retailing |
| Caveat Emptor      | Biogenic Needs    | Consumer Price Index | Gross Margin    | Percentage Rent       |