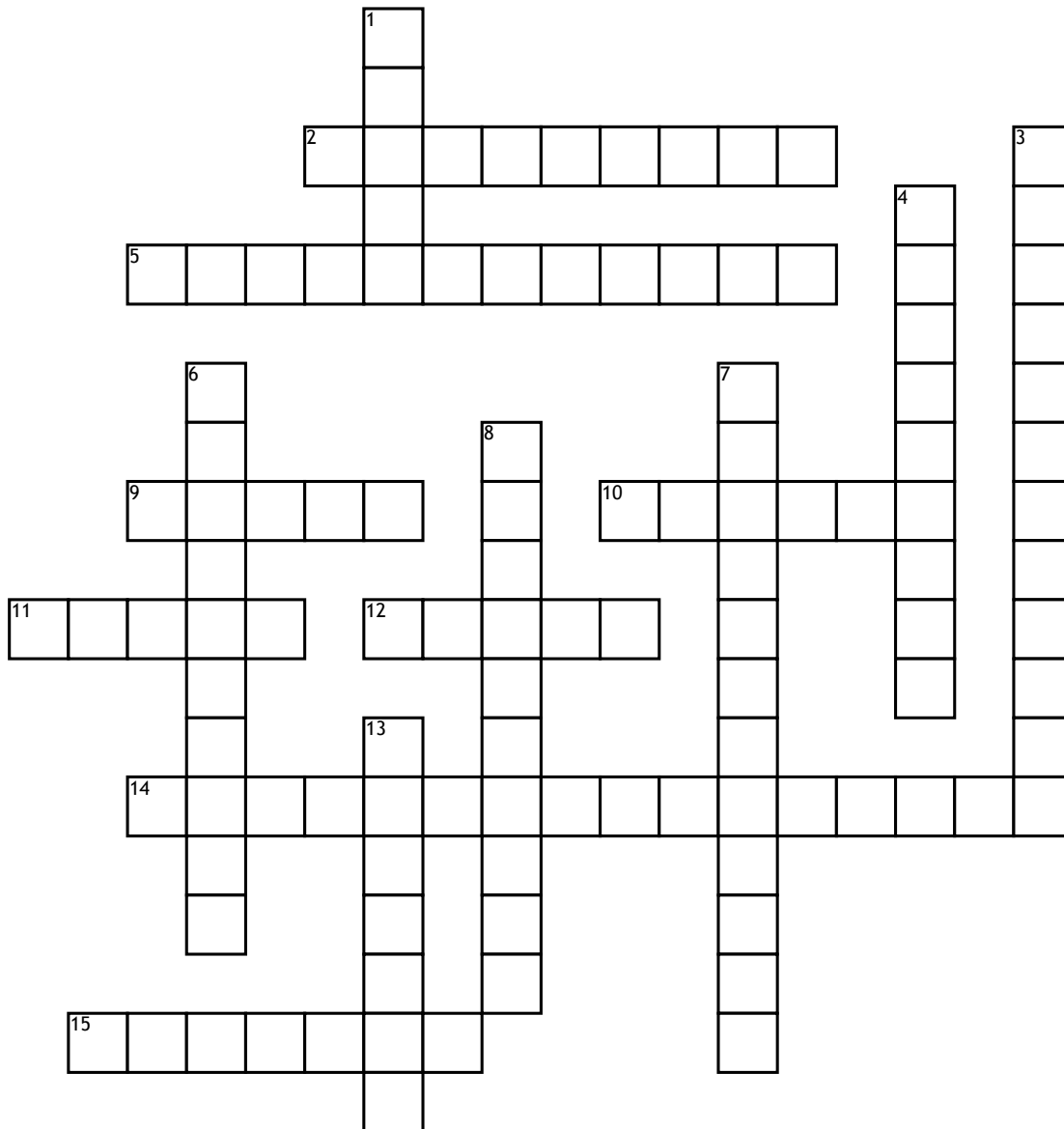


Name: _____

Date: _____

Apparel and Textile Market



Across

2. The action or business of promoting and selling products or services, including market research and advertising.
5. A particular group of consumers at which a product or service is aimed.
9. The amount of money paid by customers to purchase the product.
10. An area or arena in which commercial dealings are conducted
11. Have a desire to possess or do (something); wish for

12. Require (something) because it is essential or very important

14. Snapshot of the environment in which the business has been operating

15. The goods and/or services offered by a company to its customers

Down

1. The activities that make the product available to consumers.

3. Statistical data relating to the population and particular groups within it.

4. The activities that communicate the product's features and benefits and persuade customers to purchase the product.

6. Outline of the who, what, when, where and how of the marketing process

7. Is often crucial when determining a product or brand's offer, and is often associated with the four Ps: price, product, promotion, and place.

8. The goals a business wants to achieve during a given time

13. Specific activities to carry out the marketing strategies.