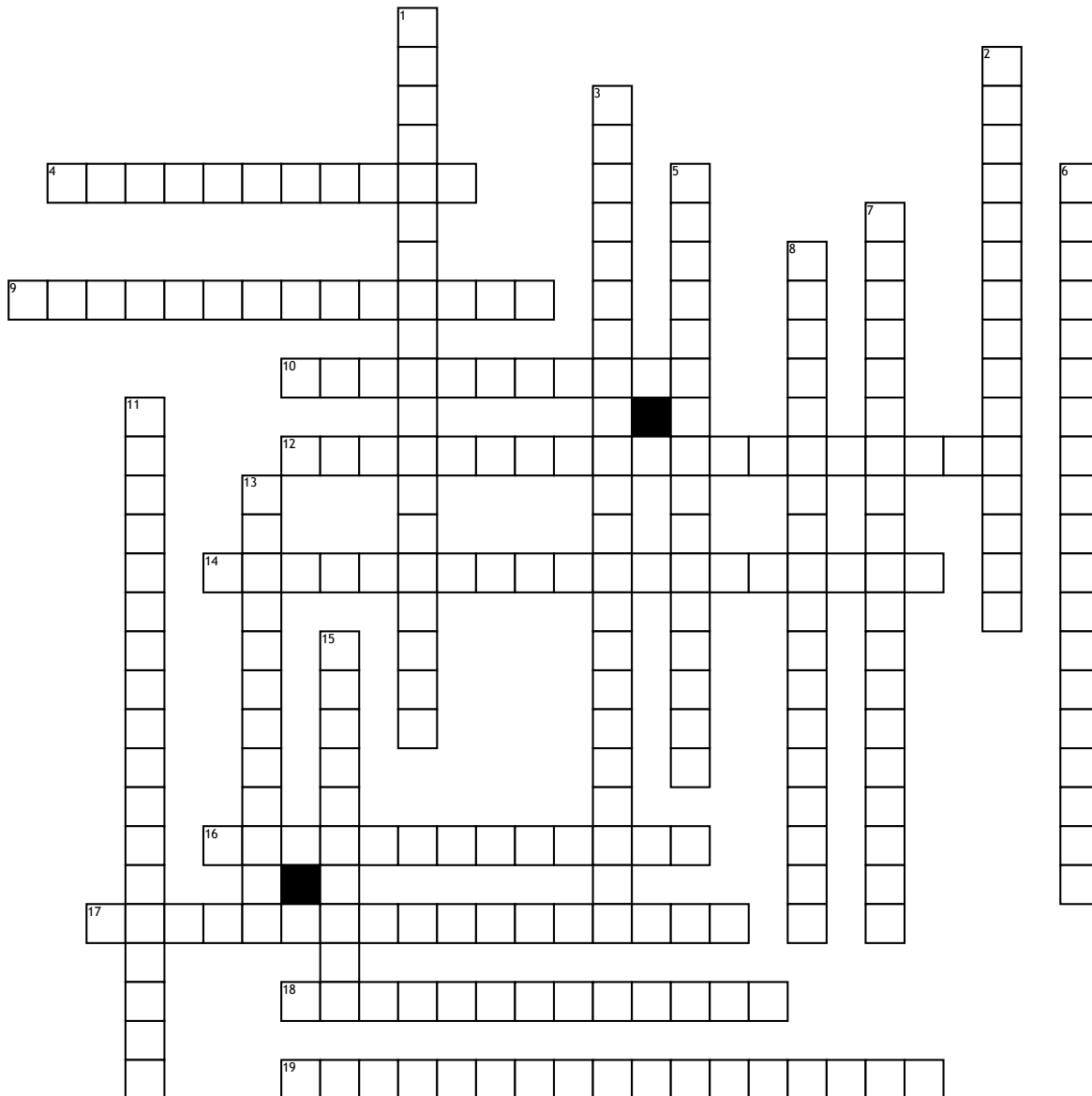


Business and Marketing Chap. 7 Crossword



Across

4. the portion of the total market potential that each company expects in relation to its competitors

9. the unique image of a product or service in a consumer's mind relative to similar competitive offerings

10. Age, gender, race, income, and education

12. businesses decide to emphasize factors of their marketing mix other than price

14. outlines how a company will present its product or service to the consumer and how it will compete in the marketplace with other businesses offering similar products and services

16. directs a company's marketing mix at a large and heterogeneous group of consumers

17. an identified market with excellent potential based on careful research

18. interest and values

19. competition in a market with businesses that offer the same type of product or service

Down

1. occurs when a business competes with other companies offering products that are not in the same product category but satisfy similar customer needs

2. the total revenue that can be obtained from a market segment

3. dividing consumers into markets based on where they live

5. rivalry among businesses on the basis of price and value

6. the images consumers have of competing goods and services in the marketplace

7. divides consumers into groups depending on specific values or benefits they expect or require from the use of a product or service

8. the process of gaining competitive market information

11. the process of dividing a large group of consumers into subgroups based on specific characteristics and common needs

13. how frequently consumers use products and the quantity of product used

15. exhibitions where companies associated with an industry gather to showcase their products