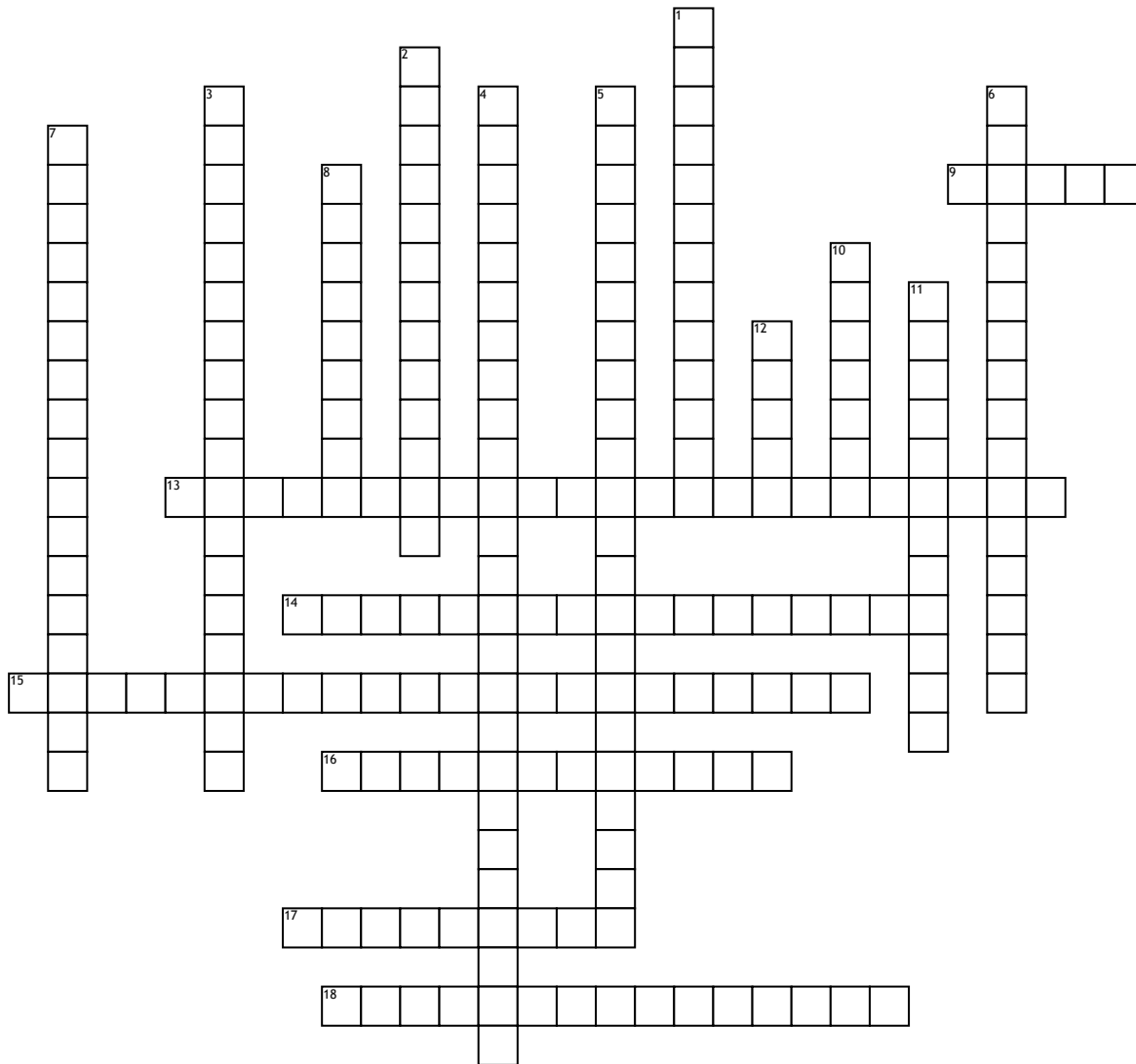


# Chapter 10 Section 1



## Across

- 9.** amount of money requested or exchanged for a product  
**13.** dividing the market of potential customers by their personal statistics  
**14.** elements of product, price, place, and promotion  
**15.** divides a market by the relationships between customers and the good or service  
**16.** specific group of customers whose needs a company will focus on satisfying  
**17.** process of communicating with potential customers to influence their buying behavior

- 18.** detailed description of the typical consumer in a market segment

## Down

- 1.** marketing to a larger group of people who might buy a product  
**2.** document describing business and marketing objectives and the strategies and tactics to achieve them  
**3.** process of dividing the market into smaller groups  
**4.** dividing the market by certain preferences or lifestyle choices  
**5.** segmenting a market based on where customers live

- 6.** approach to business that focuses on satisfying customers as the means of achieving profit goals

- 7.** plan that helps a business meet its overall goals and objectives  
**8.** consists of dynamic activities that identify, anticipate, and satisfy customer demand while making a profit  
**10.** anything that can be bought or sold  
**11.** strategy for using the elements of product, price, place, and promotion  
**12.** includes activities involved in getting goods and services to customers