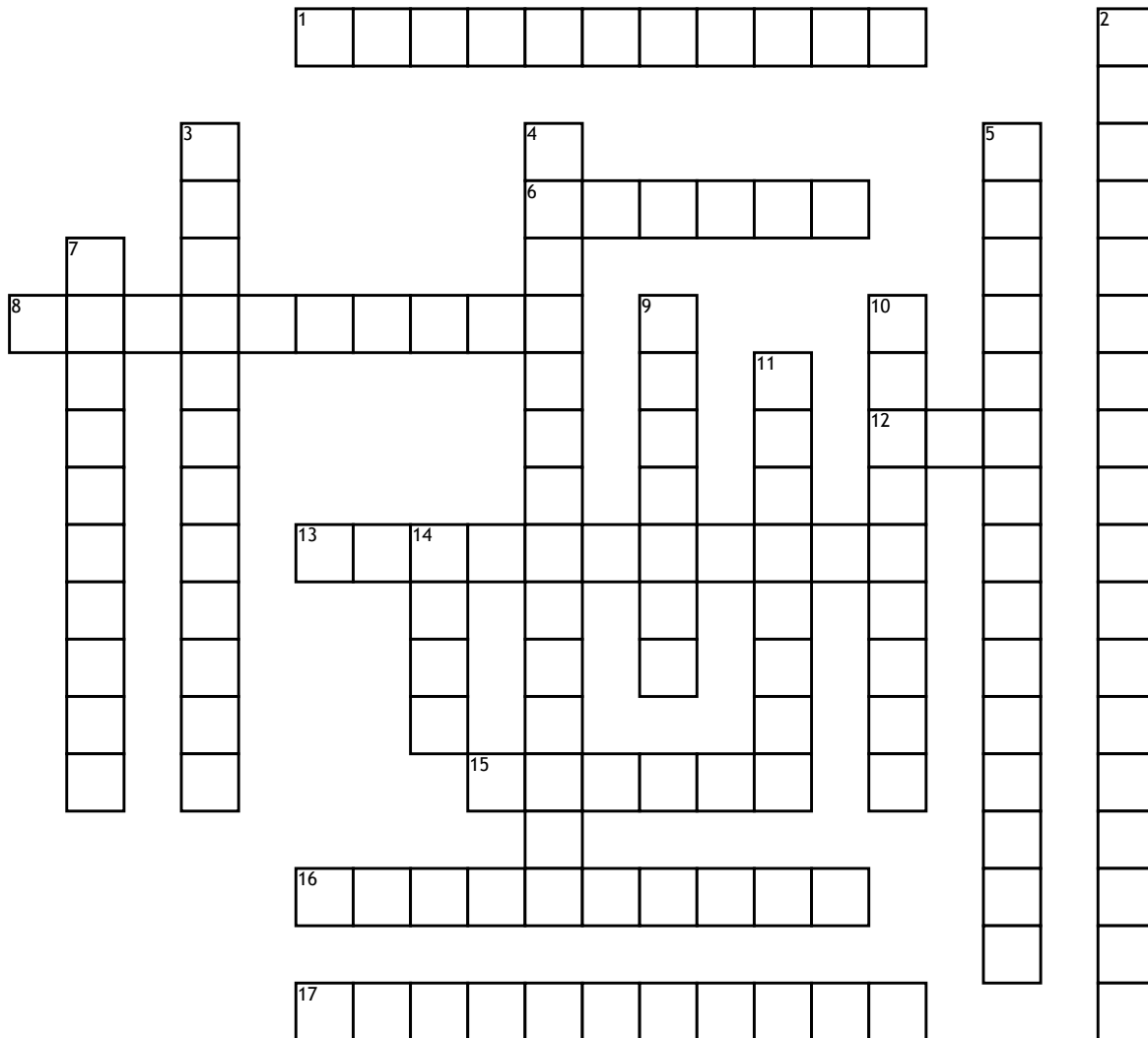


Chapter 4 Entrepreneurship



Across

1. Age, Marital Status, Income, Gender are some of the characteristics in which type of market segment.
6. The most common type of primary research
8. Data that represents where people live, as well as, the climate and terrain is referred to as which type of market segment?
12. An acronym that represents the process of staying "in touch" with your clients
13. An example of this type of market research is counting the number of cars at an intersection.

15. Schnucks and Dierbergs are examples of which type of competition?

16. An interview with a group of target customers to gain information is what type of research?
17. Internet marketing that utilizes social networking sites

Down

2. Groups of customers that share common characteristics.
3. The group of individuals or companies that are interested in your product.
4. Lifestyle is another word for this type of market segment.

5. A description of the person most likely to purchase your product.
7. Use-Based Data, is this type of market segment.
9. Survey's, Observations, and Focus Groups are which type of market research?
10. Previously published articles and websites are examples of which type of market research?
11. Target and Hallmark are examples of which type of competition?
14. An acronym representing a competitive analysis focusing on strengths, weaknesses, opportunities, and threats.