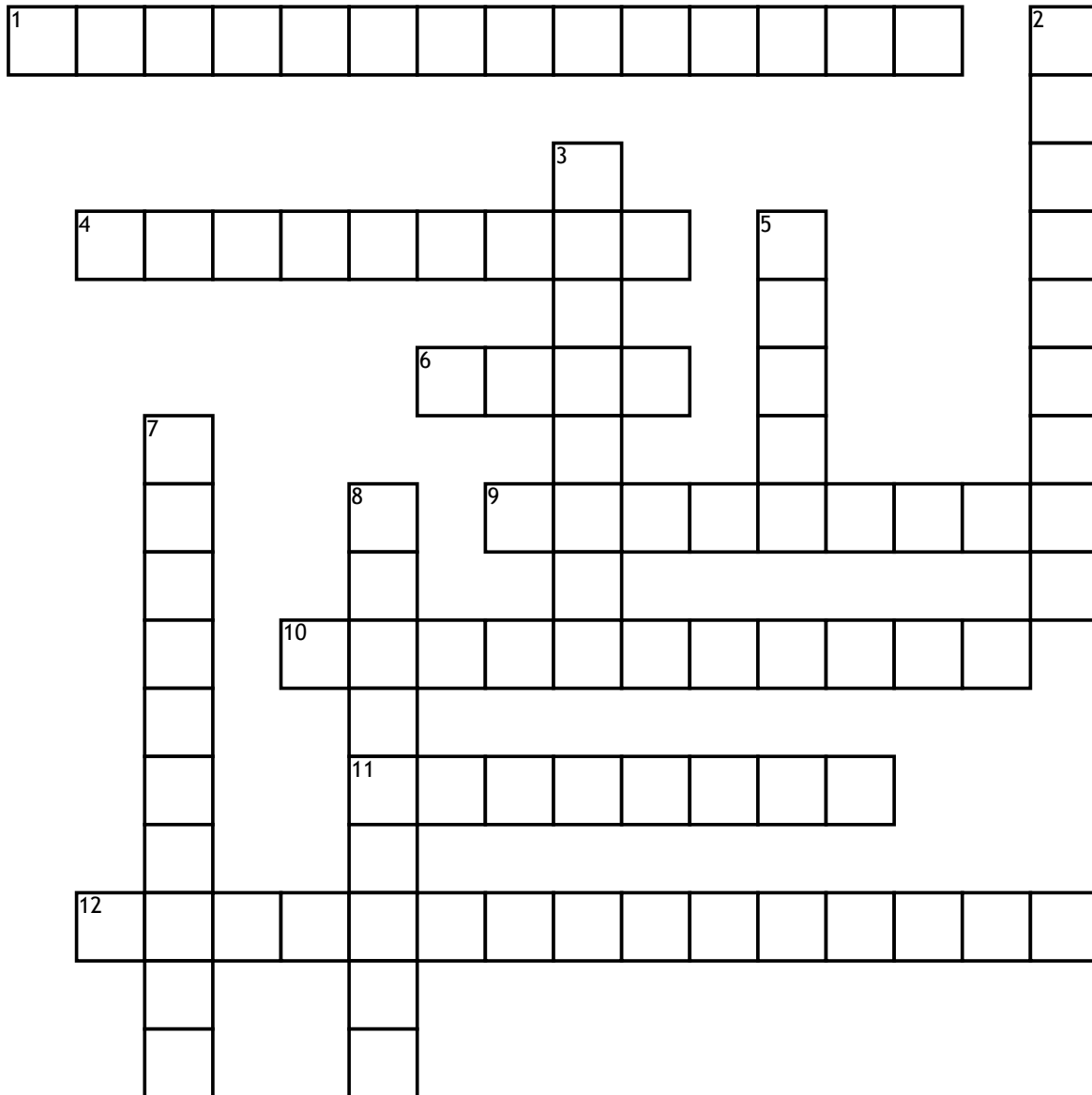


# Competing as a Business in the Global Market



## Across

1. Strategy where a business aims to keep prices lower than the competition

4. You cut this out when you sell directly to the consumer without using a wholesale distributor

6. A symbol or other small design adopted by an organisation to identify its brand

9. The action of promoting and selling products and services, including market research and advertising

10. The percentage of a market's total sales that is earned by a particular company

11. When introducing a new product overseas, it is important to research the political, legal and \_\_\_\_\_ environment of the country

12. Developing and marketing goods or services that differ from business rivals

## Down

2. A business will aim to gain a competitive \_\_\_\_\_ which allows it to outperform its competitors

3. It is important to consider this cultural difference when introducing brands to international markets

5. Type of market where the business is meeting the needs of a specialised segment of the market

7. When a business introduces automatic equipment

8. A business will try to increase their brand \_\_\_\_\_ so that customers are able to recognise their brand