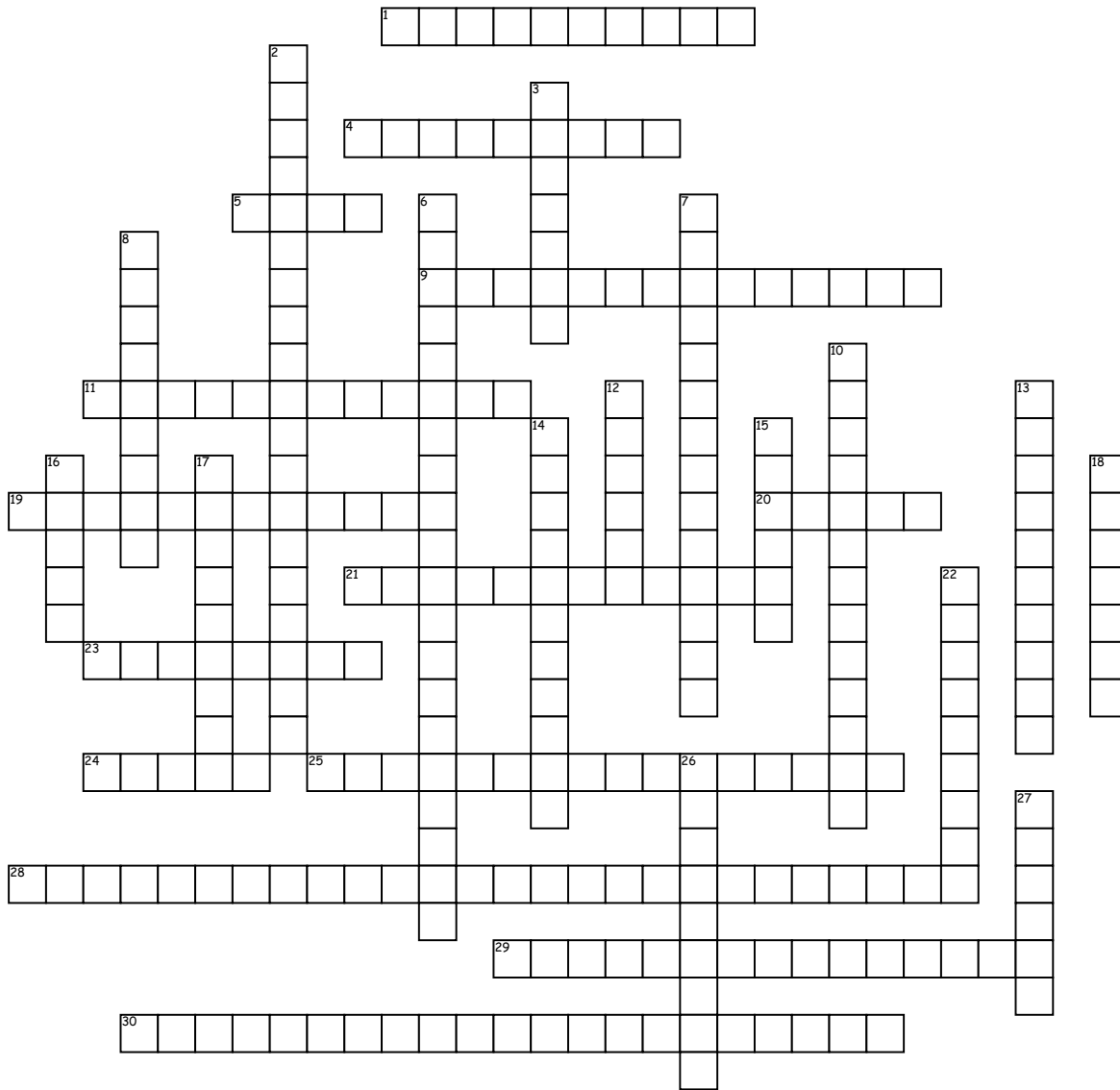


Name: _____ Date: _____ Period: _____

Derrius & Mike CrossWord



Across

1. The exterior of a store generally facing the street including signage and windows.

4. The total amount of goods a business has these may be in a backroom or out on the sales floor.

5. What it cost your store to purchase from a supplier.

9. The projection of probable future sales in units or dollars.

11. The four basic marketing strategies, called the four Ps: product, place, price, and promotion.

19. Statistics that describe a population in terms of personal characteristics such as age, gender, income, marital status, ethnicity, education, and occupation.

20. The number of people who will see or hear an advertisement.

21. The percentage of the loan amount that you must pay in interest each year (example 9% per year).

23. The difference between what consumers want and need and what the available resources are.

24. Payments to employees based on hours or days worked.

25. The sale price of a product; the assumption is that consumers will buy the product with the lowest price.

28. Setting prices based on competitor's prices. Setting prices lower than a competitor will generally draw more customers to your store.

29. A list of information about a target market, such as age, income level, ethnicity, occupation, attitudes, lifestyle, and geographic residence.

30. Setting prices based on what customer is willing to pay for.

Down

2. Setting prices based on cost. Usually prices are set as a multiple of cost, such as 1.2 times the cost.

3. Person who replenishes shelves in a store.

6. Opinion of customers about a particular aspect of a business, such as a customer service.

7. The Steps taken to collect marketing information required to make intelligent business decisions.

8. a period of rising prices.

10. The process of selling the same product and using the same promotion methods in all countries.

12. The revenue of your store minus all expenses over some period of time.

13. A period of prolonged recession.

14. The struggle between companies to attract new customers, keep existing ones, and take away customers from other companies.

15. People who share similar needs and wants and are capable of buying products.

16. Method used to deliver advertising messages to the public, such as TV or radio.

17. Commercial exchange between nations that is conducted on free market principles, without tariffs, import quotas, or other restrictive regulations.

18. Person who collects money from customers in a retail establishment.

22. The process of letting another company (licensee) use a trademark, patent, special formula, company name, or some other intellectual property for a fee or royalty.

26. A brand name, brand mark, trade name, trade character, or a combination of these elements that is given legal protection by the federal government.

27. A series of questions asked to a selected group of people.