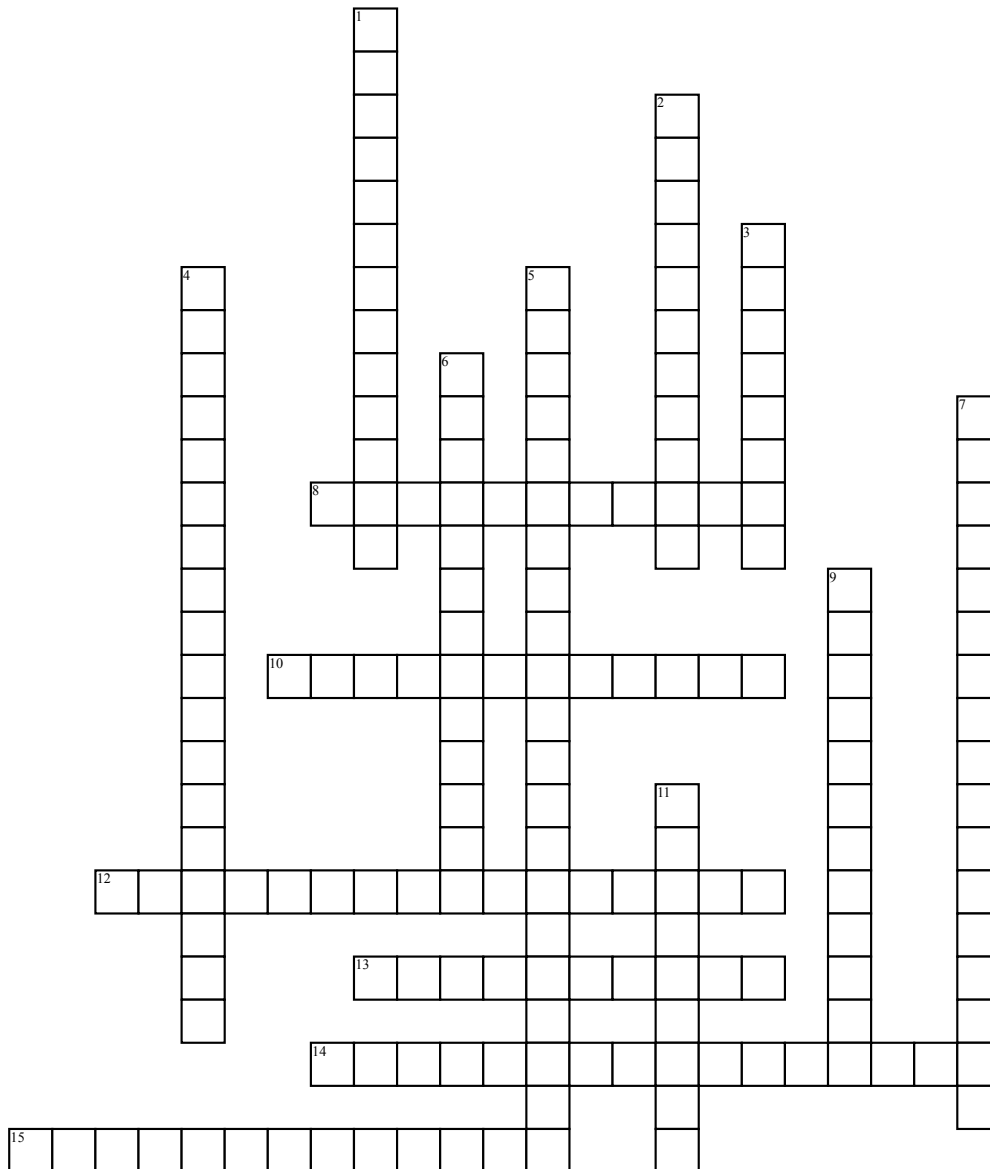


MARKETING MIX - PRODUCT



Across

- 8. phase of lifecycle product in which business tests the prototype
- 10. It's a term which is used to describe all the activities which go into marketing a product or service
- 12. services produced to help other businesses
- 13. The identity given to a product
- 14. it describes the stages that a product will pass through from the development to the decline

- 15. goods consumed by people (ex. food)

Down

- 1. if a product has a good price for an high quality it has a good...
- 2. one of the costs of developing a new product
- 3. phase of lifecycle product in which sales increase and profits reach the highest point
- 4. when the business will be the first into the market with a new product

- 5. Products that haven't a long product lifecycle

- 6. First step of product development
- 7. businesses that develop the product and then try to decide who might buy it
- 9. when the consumer always choose a brand instead choosing a competitor
- 11. physical container or wrapping for a product