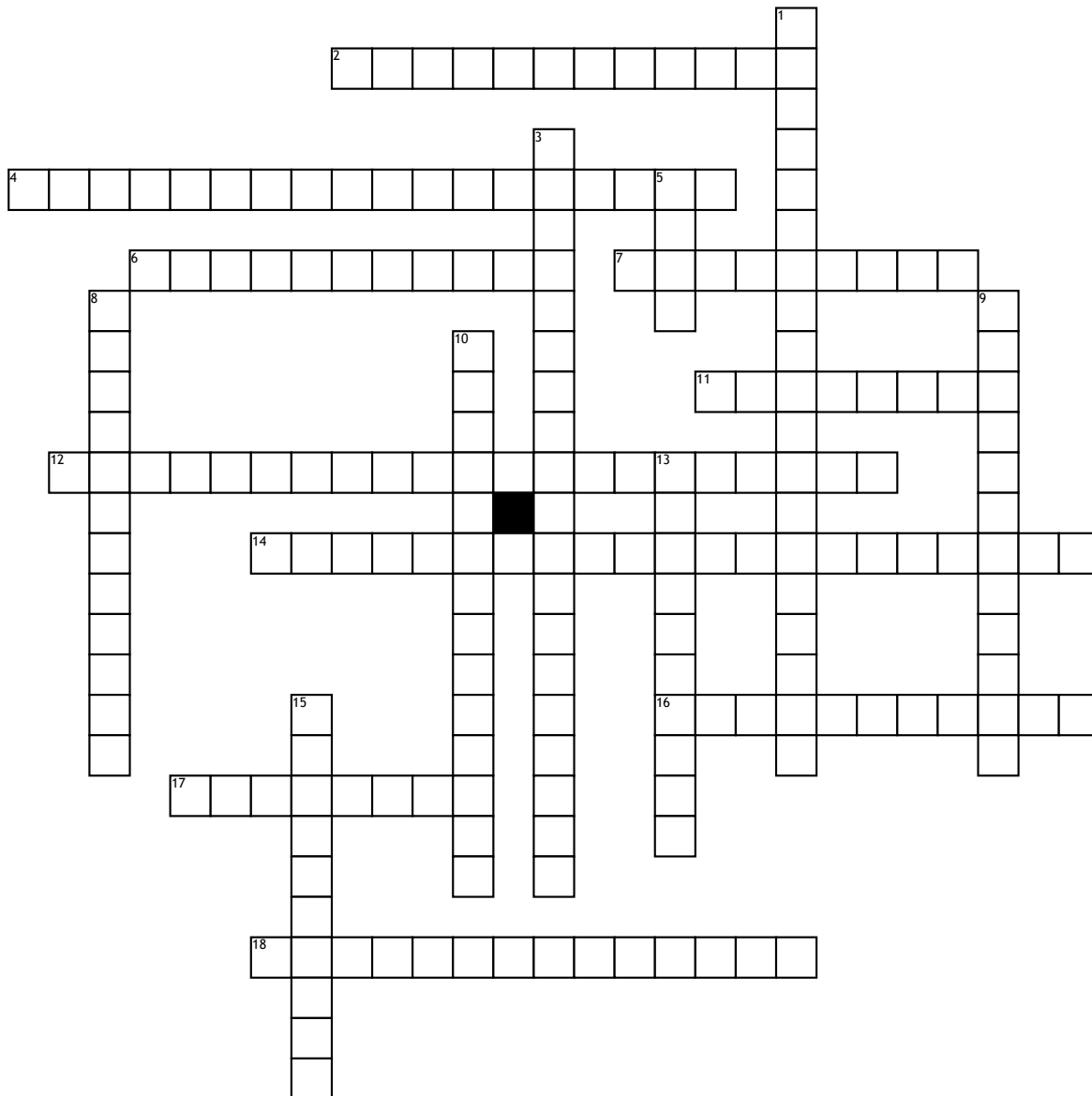


Name: _____

Date: _____

Marketing.2



Across

2. A way of analysing a product's share and growth in their market

4. Launching a new product at a low price to achieve fast sales

6. A product with a high market share in a low-growth market

7. Shops that sell directly to customers

11. Someone who buys a product from a business

12. Uses data gathered for the first time

14. Different ways in which a firm tries to communicate with its customers

16. Paid for communications

17. Someone who uses goods or services produced by businesses

18. A product with a high market share in a low-growth market

Down

1. Attempts to maintain the sales of a product and prevent it from entering the decline stage of the product lifecycle

3. How the ownership of a product passes from the producer to the final customer

5. Something that needs to be fulfilled for us to survive

8. A link in the distribution chain between customer and producer

9. Refers to all the activities influencing whether or not a customer buys a product. The elements of the mix can be analysed by using the 4 Ps: price, product, place and promotion

10. The process of gathering, analysing and processing data relevant to marketing decisions

13. Measures revenue generated

15. A product sold at a loss in the hope that the customer will buy other items from the business where they make a profit