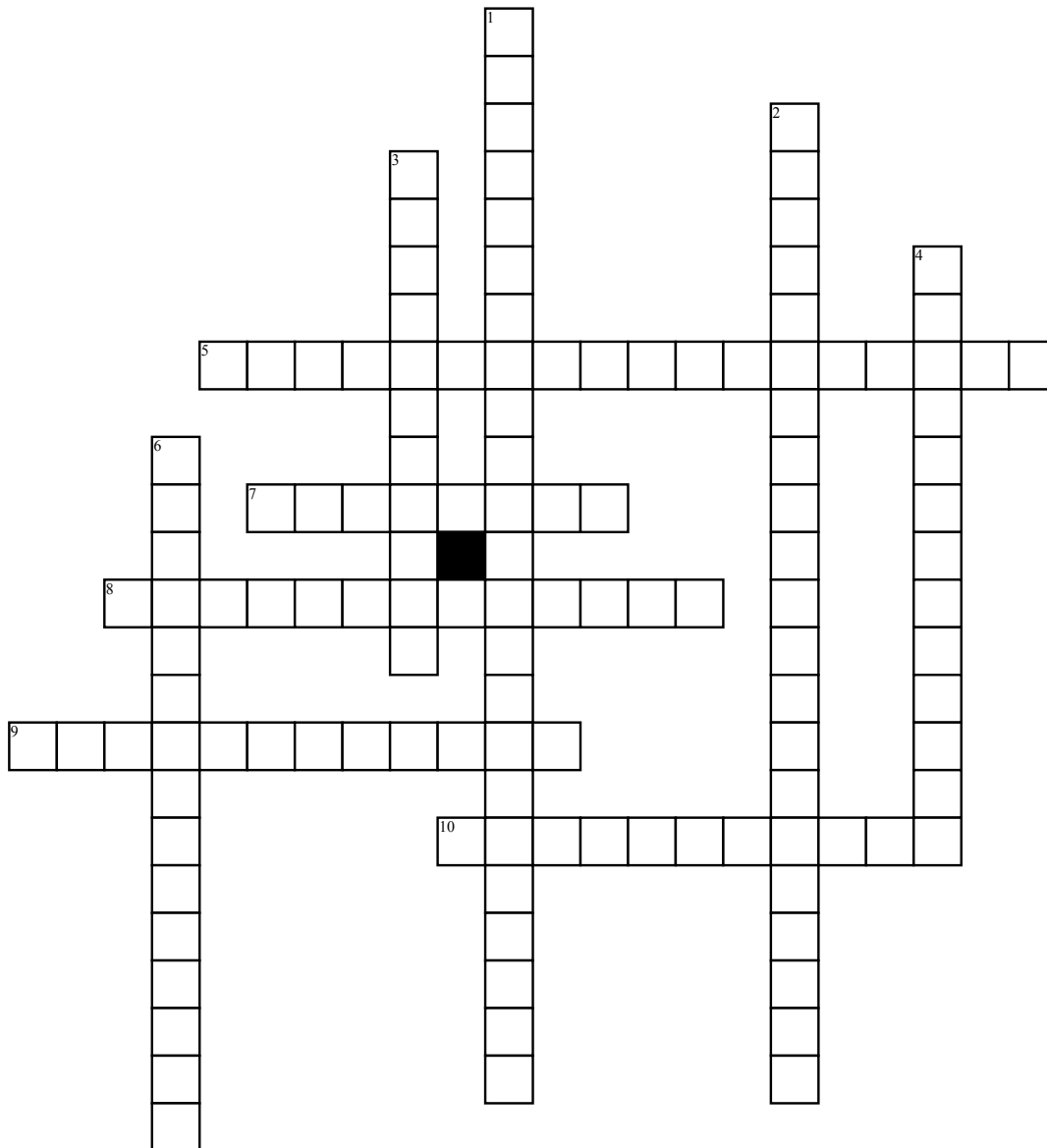


Name: _____

Marketing Mix



Across

5. Set a low initial entry price, lower than competitors, to encourage customers to switch product.
7. Overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of the customer
8. The variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase
9. Dividing a market of potential customers into groups, or segments, based on different characteristics.
10. Marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea

Down

1. The measure of how responsiveness demand is to a change in price
2. Data collected direct from the source and by yourself
3. The place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors.
4. Set a high price before other competitors enter the market
6. Selling products or services to the public by mail order or telephone selling.