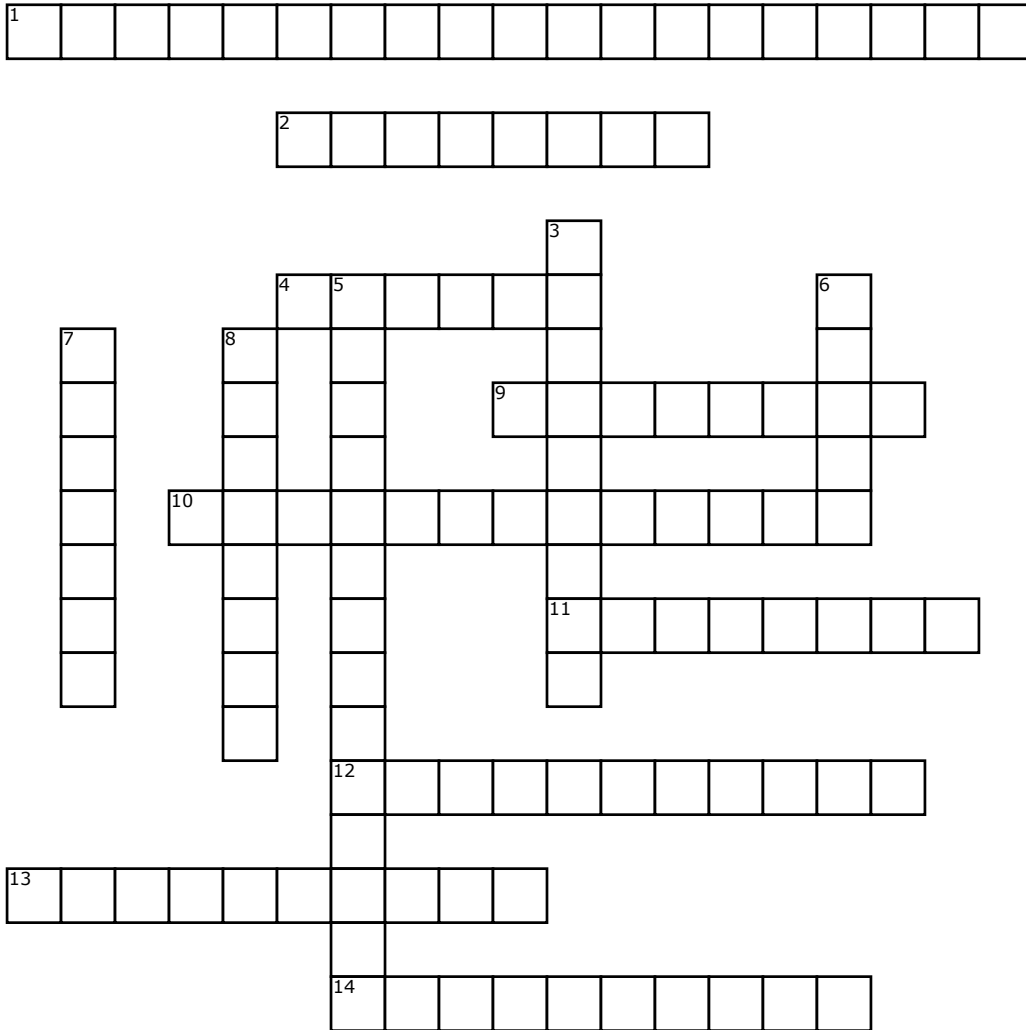


Name: _____

Date: _____

Marketing



Across

- 1.** formulation and implementation of the major goals and initiatives taken by a company's top management
- 2.** attach a label to (something).
- 4.** the desire of consumers, clients, employers, etc. for a particular commodity, service, or other item.
- 9.** A retail sales company or salesman.
- 10.** not desired goods
- 11.** a provider

Word Bank

end-user
Strategic management
demand
retailer
stakeholder

12. One who has a share or an interest, as in an enterprise.

13. a person or company that sells goods wholesale is a middleman that buys its merchandise from a third party supplier and resells the merchandise to retail businesses or the end consumer. A wholesaler normally does not sell to other wholesalers.

14. a public display of works of art or items of interest, held in an art gallery or museum or at a trade fair

labeling
exhibition
needs
supplier
wholesaler

Down

- 3.** describe or draw attention to (a product, service, or event) in a public medium in order to promote sales or attendance
- 5.** a proportionate saving in costs gained by an increased level of production
- 6.** Of necessity; necessarily: We must needs go.
- 7.** the person who actually uses a particular product.
- 8.** assigning a brand name to

economy of scale
unsought goods
advertise
branding