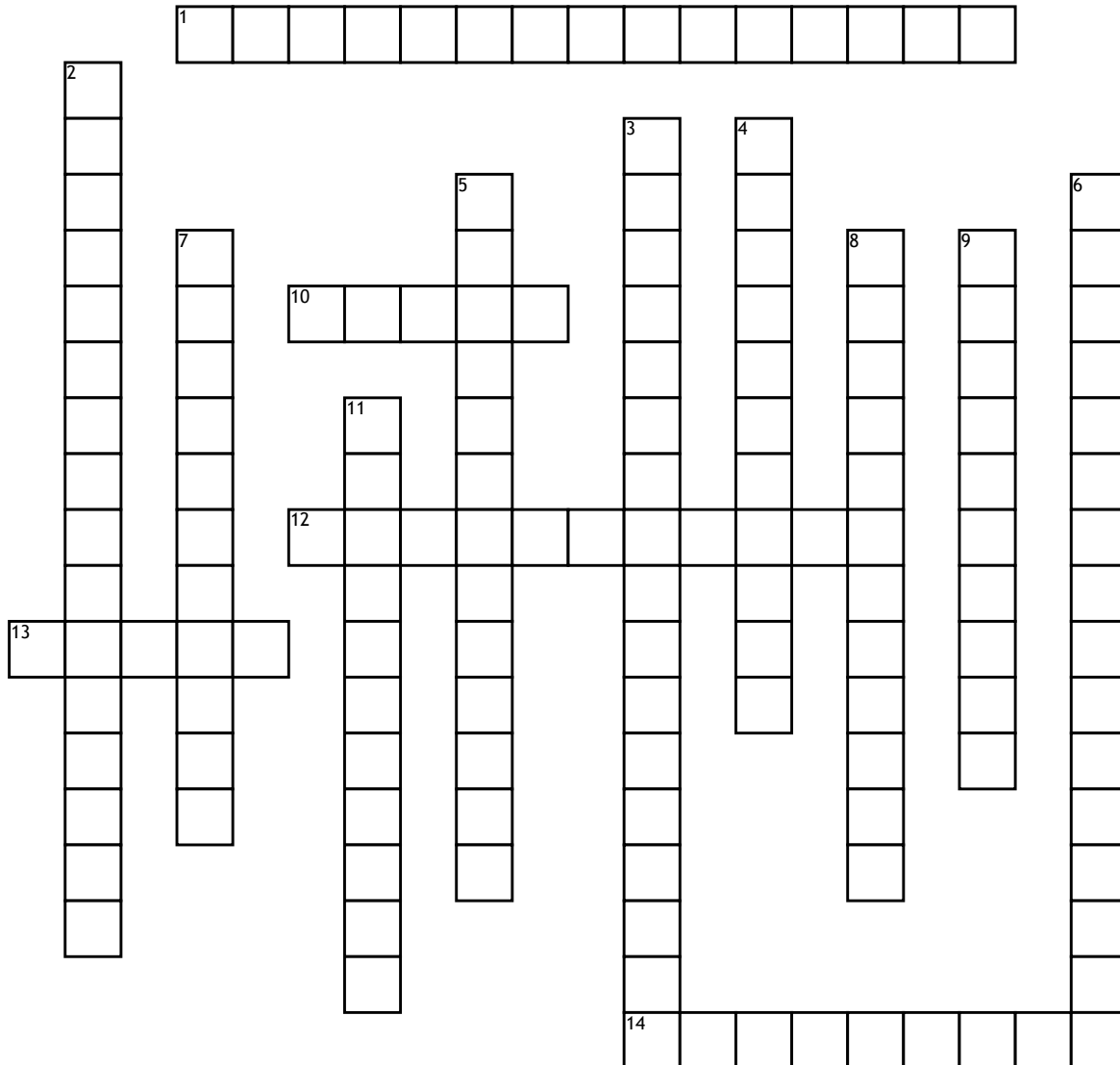


# PM 3 and 18 Crossword



## Across

1. the situation that exists when the sale of one of a company's products takes away sales from another of its products

10. a product mix dimension referring to the number of product lines carried by a company

12. a product mix strategy in which a business removes, or deletes, product items or product lines from its product mix

13. a product mix dimension referring to the number of products and the assortment of sizes, colors, and models offered in a product line

14. product mix strategy in which a business expands its product mix by adding additional product items or product lines

## Down

2. the stages through which goods and services move from the time they are introduced on the market until they are taken off the market

3. the product life cycle stage when the product first appears in the market place

4. each individual good, or service, or idea that a business offers for sale

5. the product life cycle stage in which sales peak and then increase at a slower rate or start to decline

6. a state that occurs when a product has been distributed throughout the population and the only chance for increased sales comes with population growth or a shift in market share

7. the product life cycle stage in which sales rise rapidly

8. the product life cycle stage in which sales decrease and profits begin to erode

9. the particular assortment of goods and services that a business offers in order to meet the needs of its market(s) and its company's goals

11. a group of related product items