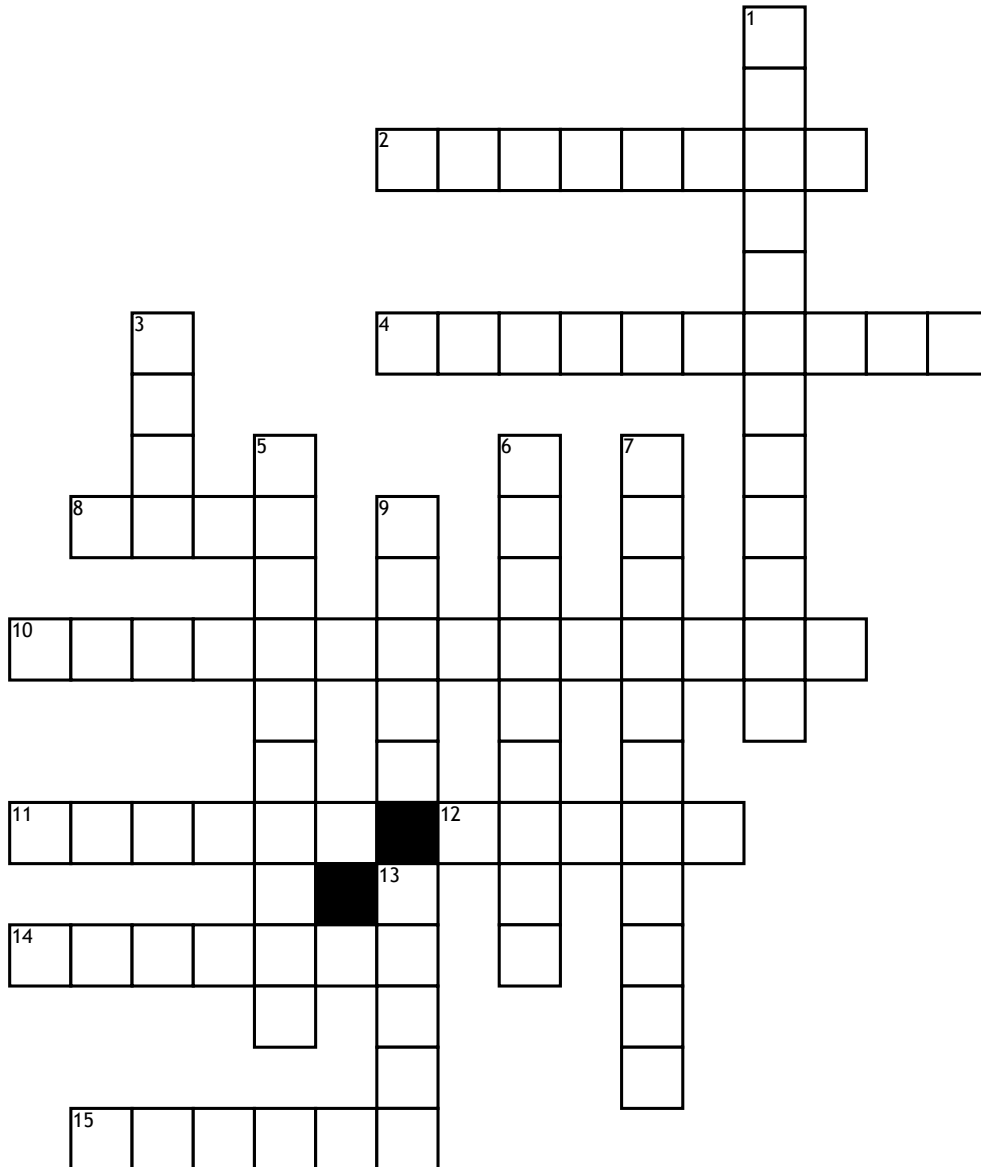


QUIZ 3 PRODUCT MIX



Across

- 2. There is much more competition _____ stage
- 4. Combines one of more brands to increase customer loyalty and sales for EACH individual brand
- 8. Number of stages in the product life cycle
- 10. A strategy that uses an existing brand name for a new or improved product in the line
- 11. Sales and profits are increasing _____ stage

- 12. The number of product lines a company has to offer
- 14. Profits may be smaller than costs in this stage
- 15. The total number of products in the mix

Down

- 1. Company's efforts are focused on promotion and production _____ stage
- 3. The part of the brand that consists of a symbol, design, or distinctive coloring or lettering

- 5. Total number of product lines that a company offers to its customers
- 6. Legal authorization by a trademarked brand owner to allow another company to use its brand, brand mark, or character for a fee brand
- 7. How closely the products are linked together
- 9. One company offers a national, private, and/or generic brand _____ brands
- 13. The total number of products within a product line