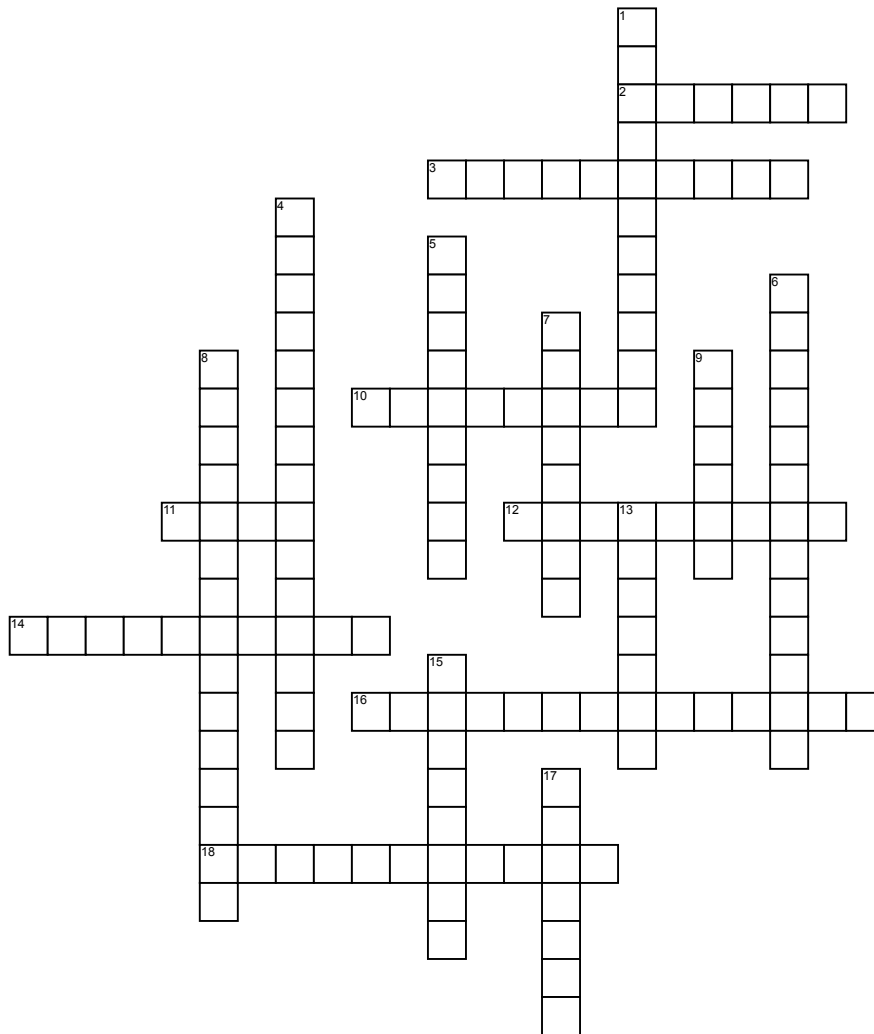


# Theme 2 Unit 2 Making Marketing Decisions



## Across

2. pricing strategy whereby a profit is always made  
 3. element of the design mix  
 10. element of the design mix  
 11. element of the design mix  
 12. a method of market segmentation  
 14. the marketing mix needs to be this in order to influence competitive advantage

16. this might help a business identify customer needs

18. a non-price customer need

## Down

1. one of the key influences on pricing strategies  
 4. a means of making your product stand out from the crowd  
 5. type of strategy used to prolong the life of a product  
 6. a method of promotion giving customers a short-term incentive to buy

7. a high price charged at the intro stage of the product life cycle

8. a competitor strength or weakness you might expect in a restaurant

9. second phase of the product life cycle

13. a place to buy a product without even leaving home

15. a method of promotion that also adds value

17. last phase of the product life cycle

## Word Bank

- |                 |                 |                |                  |         |
|-----------------|-----------------|----------------|------------------|---------|
| extension       | aesthetics      | cost           | skimming         | etailer |
| differentiation | market research | integrated     | customer service | growth  |
| competition     | convenience     | branding       | markup           | decline |
| lifestyle       | function        | special offers |                  |         |