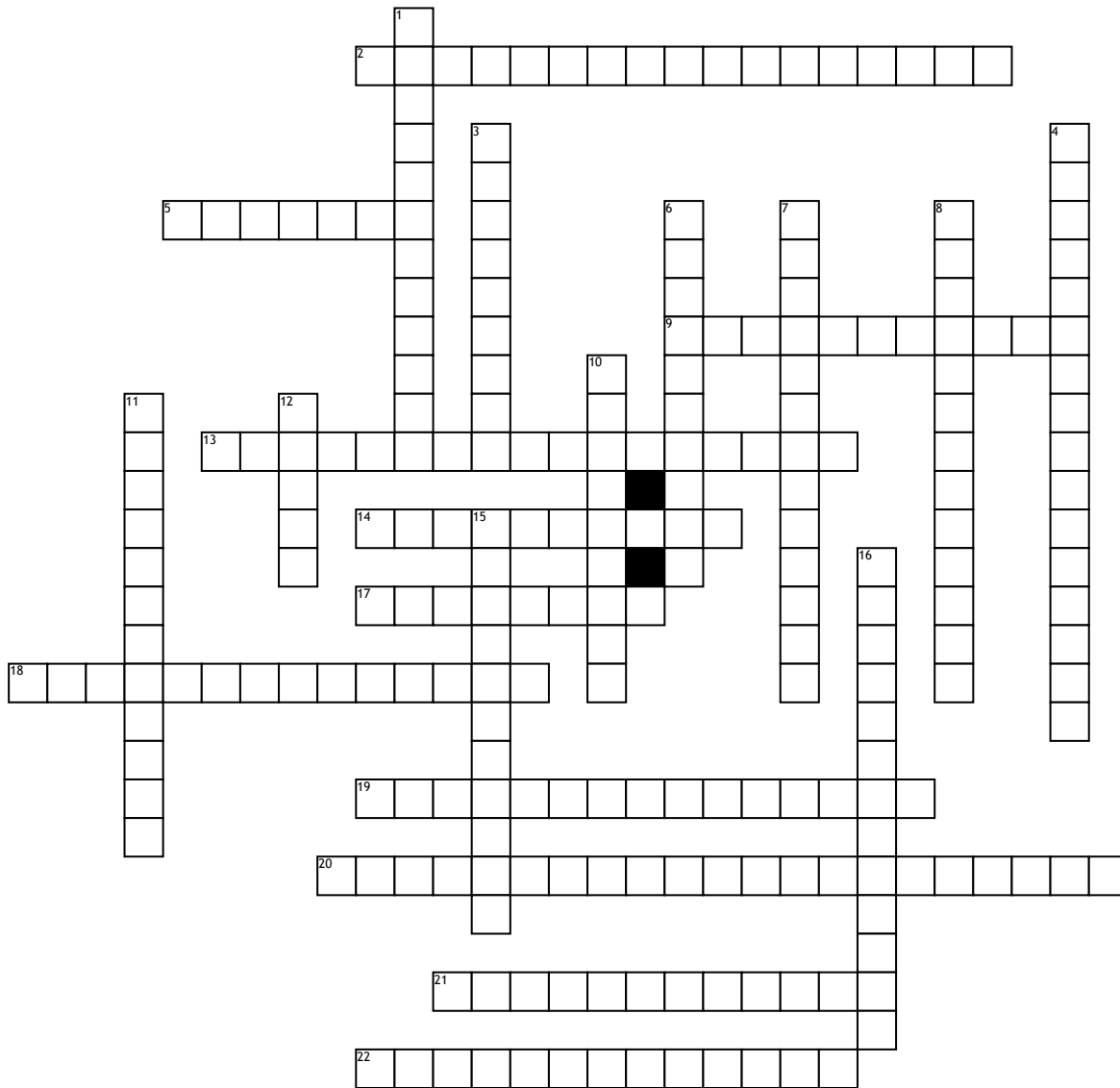


# Trapter 10 Crossword



## Across

2. Finding solutions to problems through carefully designed studies involving consumers

5. everything a business offers to satisfy a customer's needs

9. Services that are consumed at the same time they are produced

13. company's plan that identifies how it will use marketing to achieve its goal

14. Services that have no physical form

17. Activities that are consumed at the same they are produced

18. the businesses that take part in a channel of distribution

19. direct, individualized communication with prospective customer to assess their needs and assist them in satisfying those needs with appropriate products and service

20. route a product follows and the businesses involved in moving a product from the producer to the final consumer

21. the locations and methods used to make a product or service available to the target market.

22. Reasons consumers decided what product and service to purchase

## Down

1. a specific group of consumers who have similar wants and needs

3. any form of communication used to inform, persuade, or remind

4. persons, companies, and organizations that buy products for the operation of a business, for incorporations into other products and services, or for resale to their customers

6. Services that the availability of a service must match the demand for that service at a specific time

7. Services that there will be differences in the type and quality of service provides

8. persons who buy product and services mostly for their own use

10. the final business organization in an ICoD for consumer products

11. the blending of four marketing elements

12. the money a customer must pay for a product of service

15. any paid form of communication through mass media directed at identified consumers to provide information and influence their actions.

16. includes a set of promotional activities designed to generate sales in the retail setting