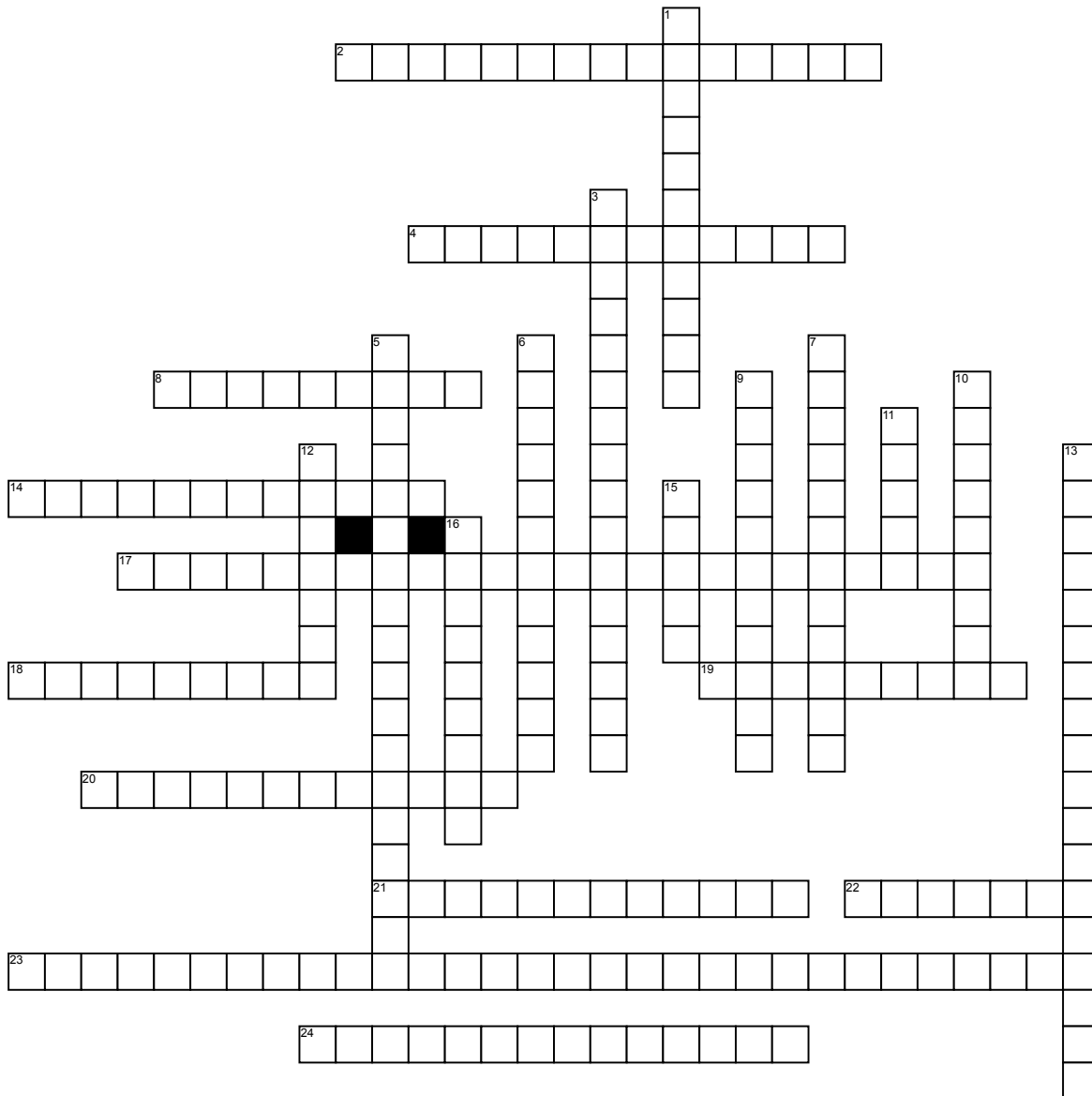


Name: _____

Date: _____

Unit One--Introduction to Fashion Marketing



Across

2. An important business function of the fashion industry includes planning, pricing, promotion and selling fashion products.

4. Statistics that describe a population in terms of personal characteristics, such as age, gender, income, marital status, and ethnic background.

8. Describes the time during which sales of the items to the consumer are at the highest level.

14. The group of people most likely to become customers.

17. Designing, producing, maintaining, improving, and/or acquiring products or services to meet customer needs

18. According to the AMA, this is planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individuals and organizational objectives.

19. Planning ways to cover the costs of successfully operating a business.

20. Transporting products from the manufacturer to the consumer.

21. During this phase trendsetters are wearing the item.

22. Pants, skirts, shirts, etc. that a business offers customers to satisfy needs.

23. Gathering and using information about what consumers want

24. Grouping people with similar attitudes, interests, and opinions, as well as lifestyles and shared values.

Down

1. The product is enjoying success through increases sales and profits

3. The stages that a product goes through during its life.

5. Assisting the customer in identifying and satisfying a want or a need.

6. Another name for the Four Ps of Marketing. It is how product, price, place, and promotion are combined to meet the needs and wants of customers.

7. Occurs when the masses have tired of the item and are no longer buying it.

9. Segmentation of the market based on where people live.

10. Communicating with customers about the product to achieve customer demand for a product and the purchase of the product.

11. The amount that customers pay for products

12. The process of setting the value of cost at the right level.

13. This happens when a group of people are divided into groups using a combination of demographics, psychographics, and geographics.

15. Includes getting raw materials for fabric to the textile manufacturer to making a garment available to the customer at a particular location.

16. This marketing activity includes all of the ways that a customer is encouraged to buy the product.