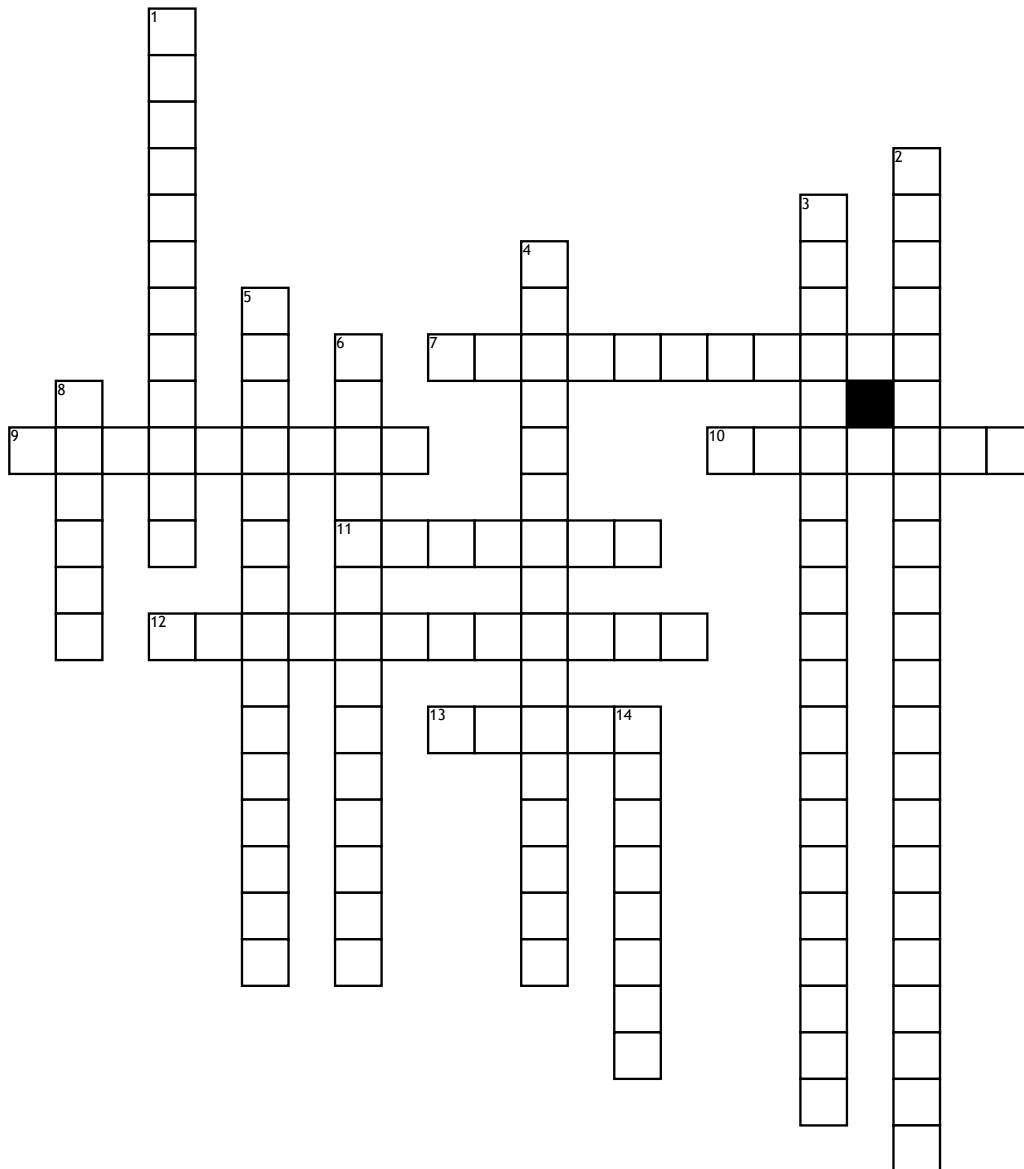


World of Marketing



Across

7. A company's percentage of the total sales volume generated by all companies that compete in a given market

9. The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

10. information, time, form, place possession

11. An added value in economic terms; an attribute of goods or services that makes them capable of satisfying consumers' wants and needs

12. The four basic marketing strategies called the four Ps: product, place, price, and promotion

13. Tangible items that have monetary value and satisfy your needs and wants.

Down

1. The group of people most likely to become customers, identified for a specific marketing program

2. Selling, promotion, service management, pricing, market planning, marketing information management, channel management

3. Also known as business-to-business (B2B), this includes all businesses that buy products for use in their operations.

4. The idea that a business should strive to satisfy customers' needs and wants while generating a profit for the business.

5. Information about the target market, such as age, gender, income level, marital status, ethnic background, geographic residence, attitudes, lifestyle, and behavior

6. Consumers who purchase goods and services for personal use.

8. All people who share similar needs and wants and who have the ability to purchase a given product.

14. Intangible items that have monetary value and satisfy your needs and wants