

Name: _____

Date: _____

Business

F B X A W A E D I G T G N I T E K R A M A T C Q
N O Y Y Y C L G O N V R K C S K R Q X B C T H C
G F C Q O R A D H E N N N O I T O M O R P Q X T
P J V L A S A W S S H H M C J F E M U S N O C Z
F N O G L H O Y L I M A F I F J W V Y X B I K P
V U S D E E N X G L T W H N F G F K D S K Z K P
R N O I T I S O P D Z A U U V K Y F W M Y E S S
H P R S E C I V R E S N F Z J O V C S T Y G P X
O F W T F V H R N G W E B R O W Q Q Z C Q R F P
G A P I T H C E D C U L O S S A Z T B T M U C I
K I J F Y A F L V E S G U W S F N C O Q V Q K J
T F Y E X T D A B H M M P E C E Y U R E T A W J
P X I N W K S X O U W A O R M D J D O E D D F X
R Q V E C F V A U Y S H I N H T J O S S G L V I
O W T B W Z J T H S S I I S O S O R N U S A P E
D A A E A D A I Y N H A N C H R B P T X V U D L
U N V R D O M O U N T A A E D X R L V I J N G B
C T E O G O V N I R M J L P S N H A P D M O A I
T S R C P F Z Z E N H T B C C S M U R A O E R G
X P D A W V F T S L E R H M K U N T I F O R P N
V I Z Z I B N A D R T Q O F T X F C C J J I Q A
G U W Z R E O M O E U X O K D P R A E T J R P T
L I K O K K F U O H F F F G J Q S D N E I R F O
E G C P F K T Z G Q J Y D U O X K F L Z U S P T

- | | | | | |
|----------------|---------------|--------------|------------|-----------|
| actual product | entertainment | core benefit | relaxation | marketing |
| promotion | business | position | services | tangible |
| consume | friends | product | shelter | colour |
| family | profit | goods | needs | price |
| shoes | wants | water | food | idea |
| loss | time | hat | KFC | use |