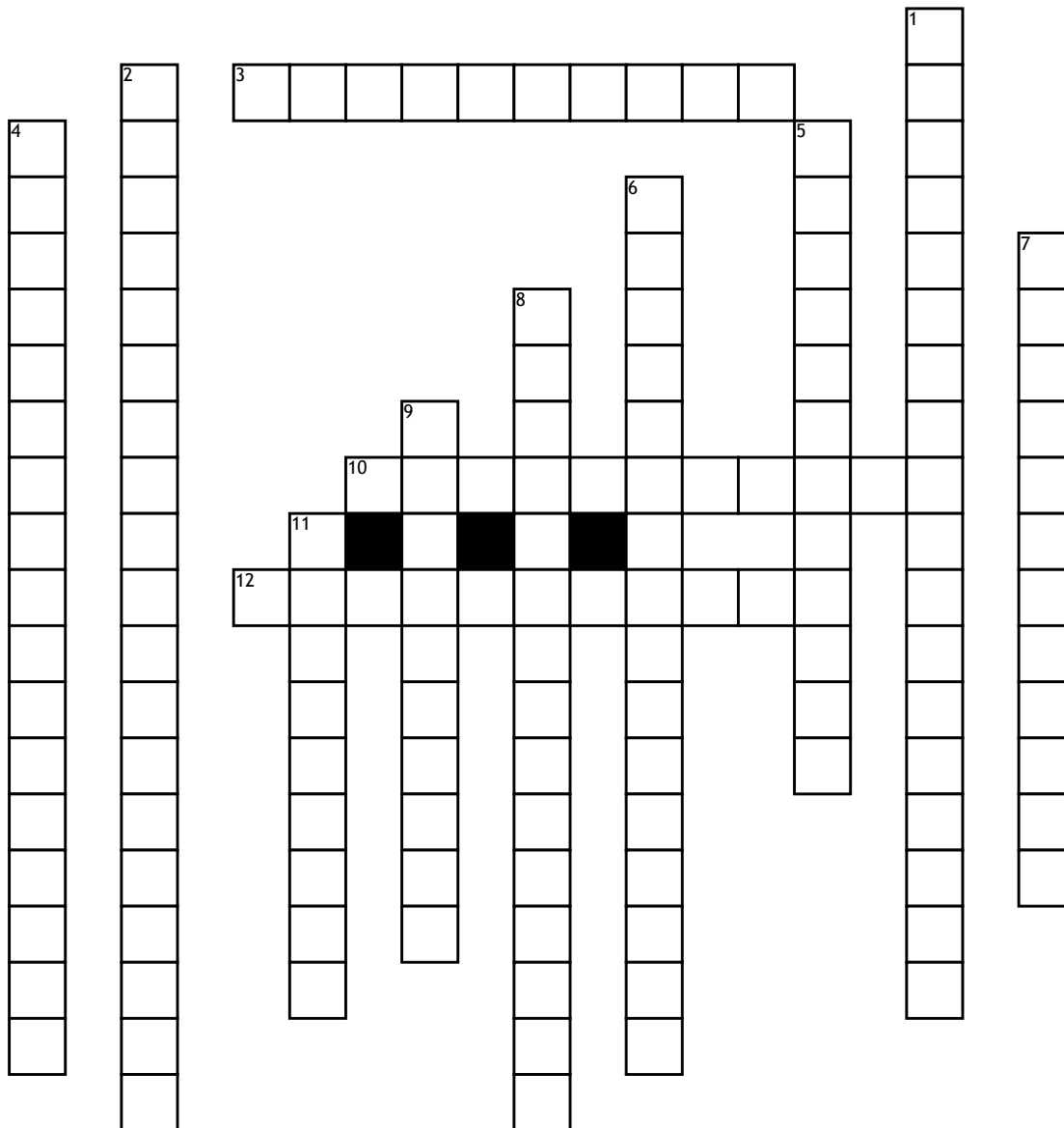


Name: _____

Date: _____

DECA 2



Across

3. where and in what quantity products are placed on a shelving unit.

10. individual products or brands that make up a product line

12. a group of related products under a single brand sold by the same company

Down

1. retailing and purchasing concept in which the range of products purchased by a business organization or sold by a retailer is broken down into discrete groups of similar or related products

2. adjustment made to an existing product, usually made for greater appeal or functionality

4. marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer

5. The no of variants of a particular product is called

6. a sequence of stages from introduction to growth, maturity, and decline

7. number of product lines sold by one company,

8. process of identifying and articulating market requirements that define a product's feature set.

9. the total number of product lines that a company offers to its customers

11. a first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied