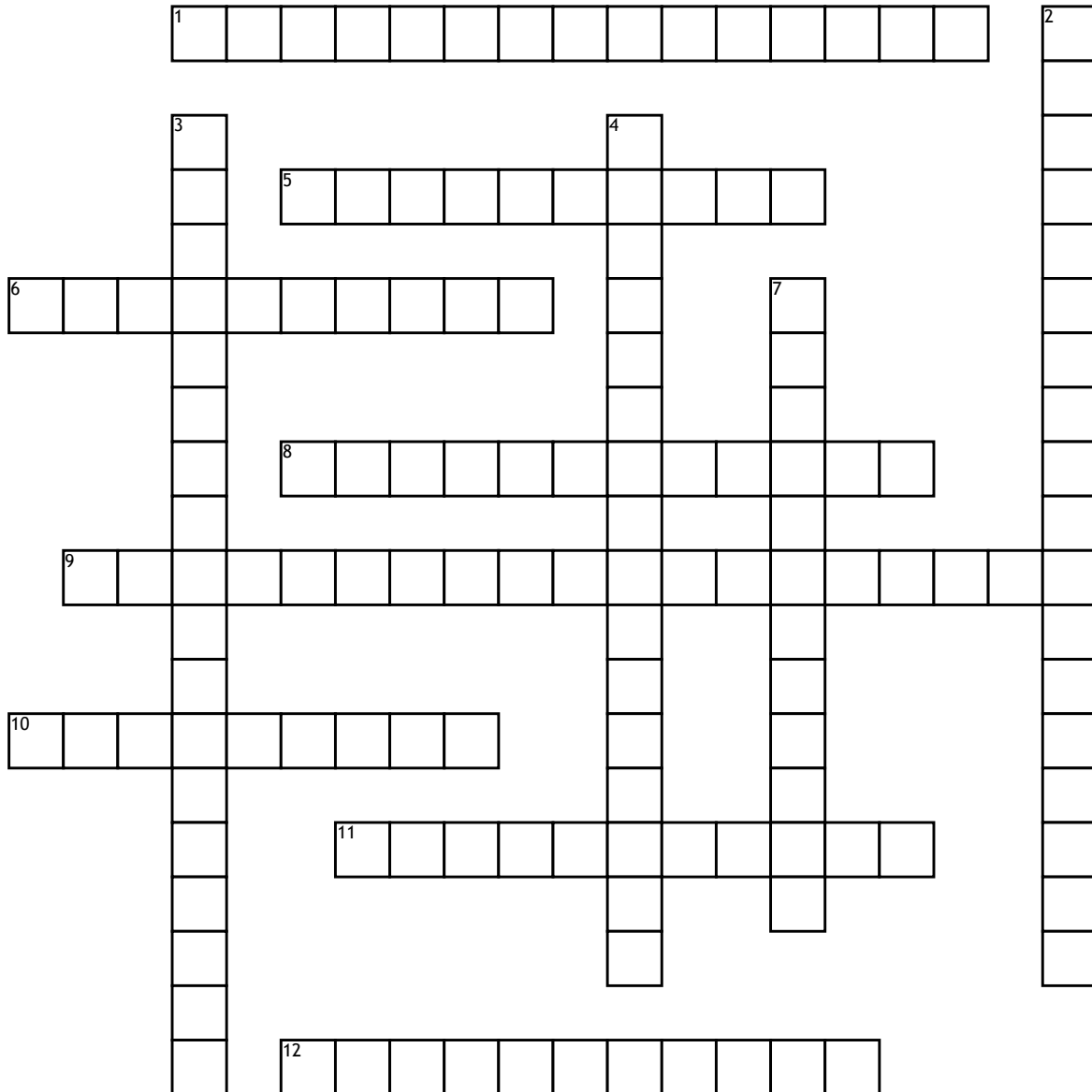


Name: _____

Date: _____

Deca Vocab



Across

- 1. making decisions about those features that are needed to sell a business's product
- 5. Computer-developed diagrams that shoe retailers how and where products within a category should be displayed on a shelf at individual stores
- 6. All of the different products that a company makes or sells
- 8. The number is different product lines a business manufactures or sells

- 9. An alteration in a company's existing product
- 10. A model of a new product before the product is manufactured
- 11. A specific model, brand or size of a product within a product line
- 12. A group of closely related products that are manufactured or sold by a business

Down

- 2. A process that involves managing product categories as individual business units

- 3. Focused on the image a product projects
- 4. The stages that a product goes through during it's life, including introduction, growth and maturity
- 7. The number of product items offered within each product line