

Name: _____

Date: _____

Enterprise-key terms (McDonald's Challenge)

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

market segmentation
sensory analysis
dietary needs
quantitative
ingredients
costings

secondary research
market research
hot breakfast
test kitchen
qualitative
smell

primary research
food production
target group
design brief
packaging
taste