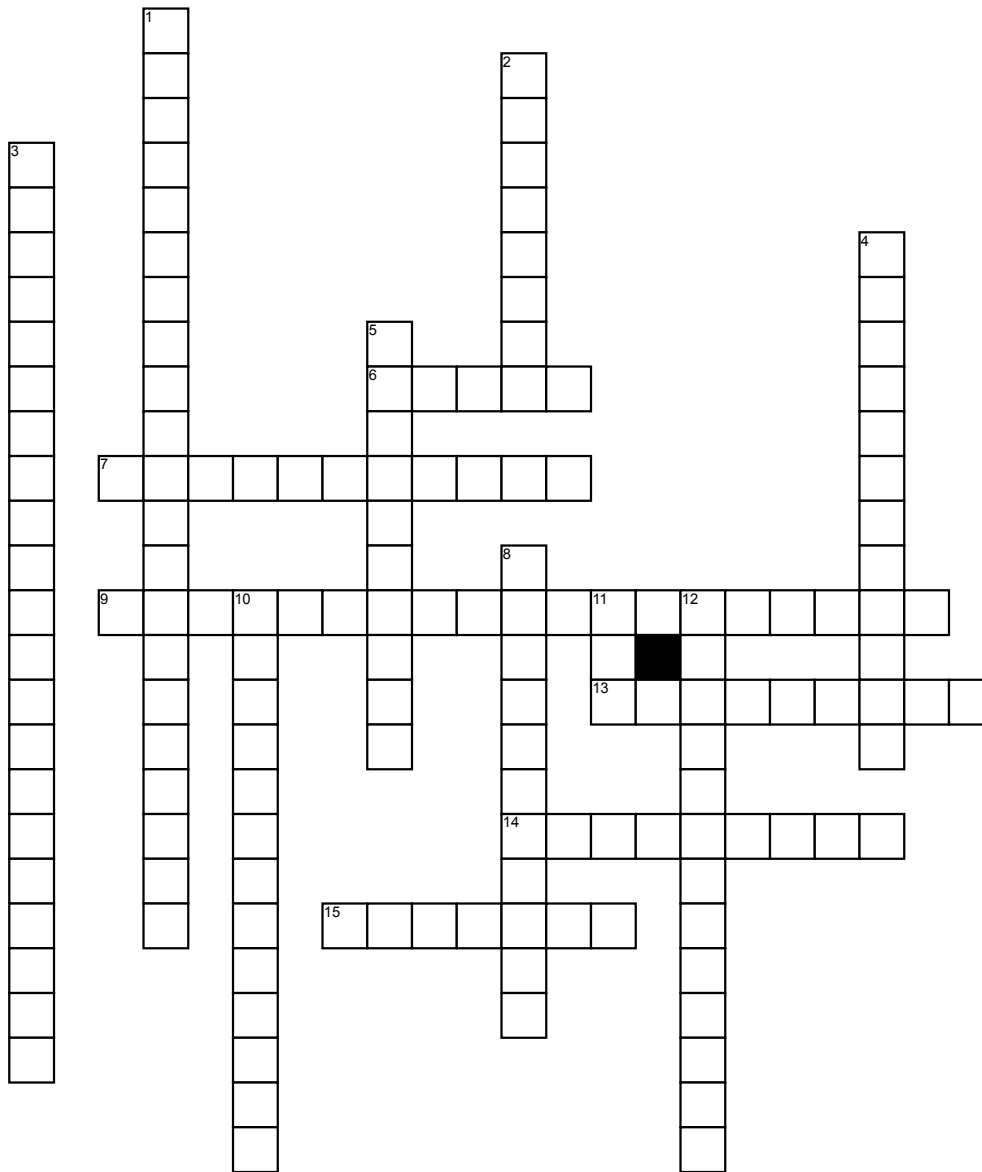


# Entrepreneurship



**Across**

- 6. Another form of social media
- 7. Often sent with a press release to introduce it
- 9. A group of specific promotional activities built around a particular theme or goal
- 13. The way of presenting your business to your customers
- 14. The process you use to make potential customers aware of your product or service

- 15. A "give-away" item or free gift

**Down**

- 1. An agreement between a supplier and retailer granting the retailer rights within a specific geographical area
- 2. The practice of combining the price of several different services into one price
- 3. Making a product available at as many sales outlets as possible
- 4. How a company chooses to combine the Five P's

- 5. The reasons that a customer may be reluctant or cautious about buying
- 8. The ratio between the cost of a good or service and its selling price
- 10. A detailed guide with marketing goals and strategies for reaching your goals
- 11. Cost per thousand
- 12. When a retailer wants to reduce the price of a product