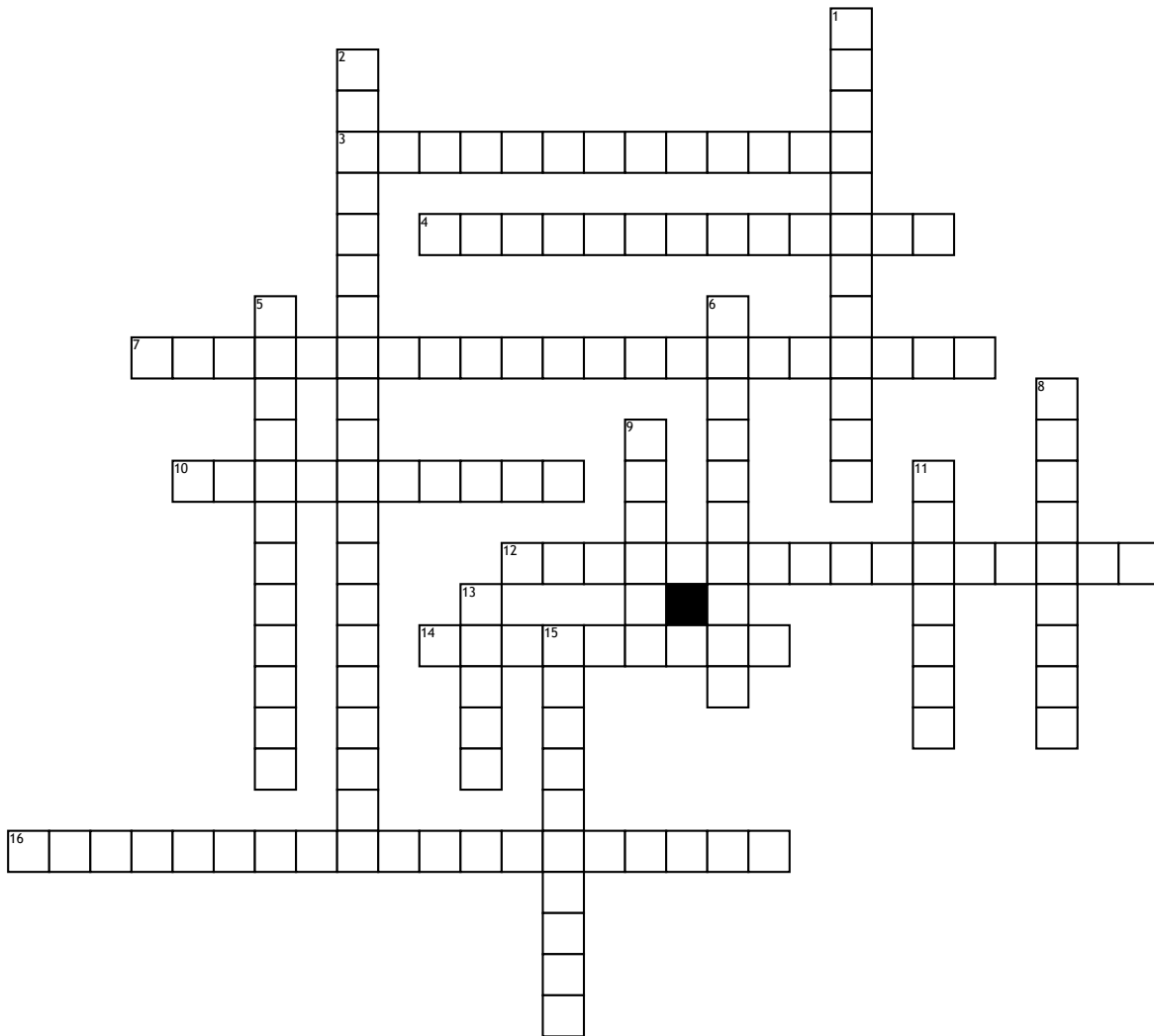


Intro to Marketing-Chapter 1



Across

- 3. A location where people bring products to be conveniently exchanged
- 4. Offering products produced or manufactured by others for sale to customers
- 7. Focuses on developing loyal customers who continue to purchase from the same business for a long period of time.
- 10. The ongoing activities designed to support the primary function of a business and keep it operating efficiently
- 12. Using the needs of customers as the primary focus during planning, production, distribution, and promotion of a product or service

- 14. The methods used and information communicated to encourage customers to purchase and to increase their satisfaction; and form of communication used to inform, persuade, or remind consumers about a company's products or services or even itself

16. An approach to customer service that gives employees the authority to solve many customer problems

Down

- 1. The locations and methods used to get the product to the customer
- 2. The business function that plans and manages financial resources and maintains records and information related to a business's finances

- 5. - Blending of the four marketing elements (4 Ps-Product, Place, Price, Promotion)
- 6. The business function that creates or obtains products or services for sale
- 8. The creation and maintenance of satisfying exchange relationships
- 9. The prospective customers of a business and where they are located
- 11. Anything offered to a market by the business
- 13. The actual amount customers pay for a product and the methods of increasing value of the product
- 15. Involves developing, implementing, and evaluating the plans and activities of a business