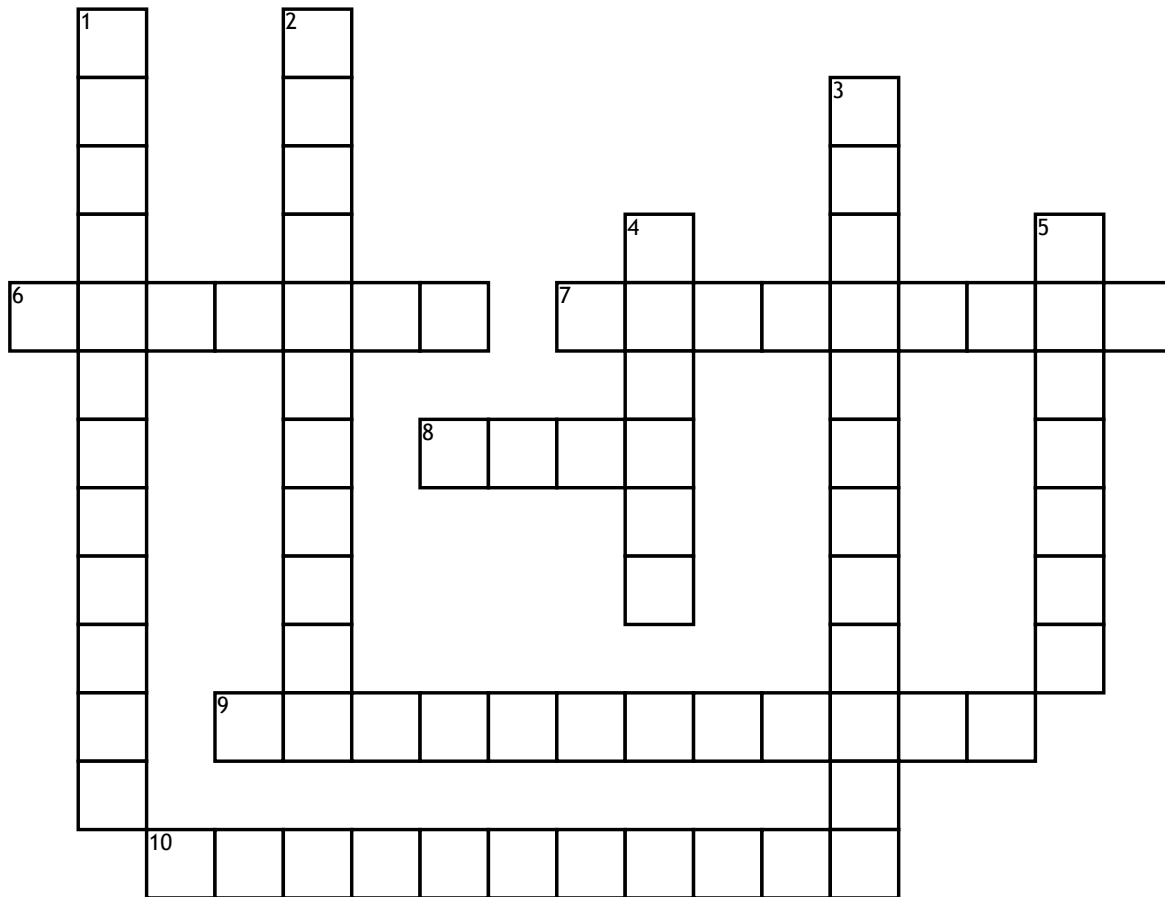


Name: _____

Date: _____

Learning Aim B Marketing



Across

- 6. A group of customers in a market who have similar needs/characteristics
- 7. This is data that already exists
- 8. This is a type of situational analysis that looks at internal factors
- 9. This is when a business checks itself against another business
- 10. This data is opinions, such as surveys/focus groups

Down

- 1. This is the worth of a market, this can increase or decline
- 2. This is the proportion of a market controlled by a business
- 3. This data is number data, such as sales figures
- 4. This is a type of situational analysis that looks at external factors
- 5. This is original data obtained from customers/consumers