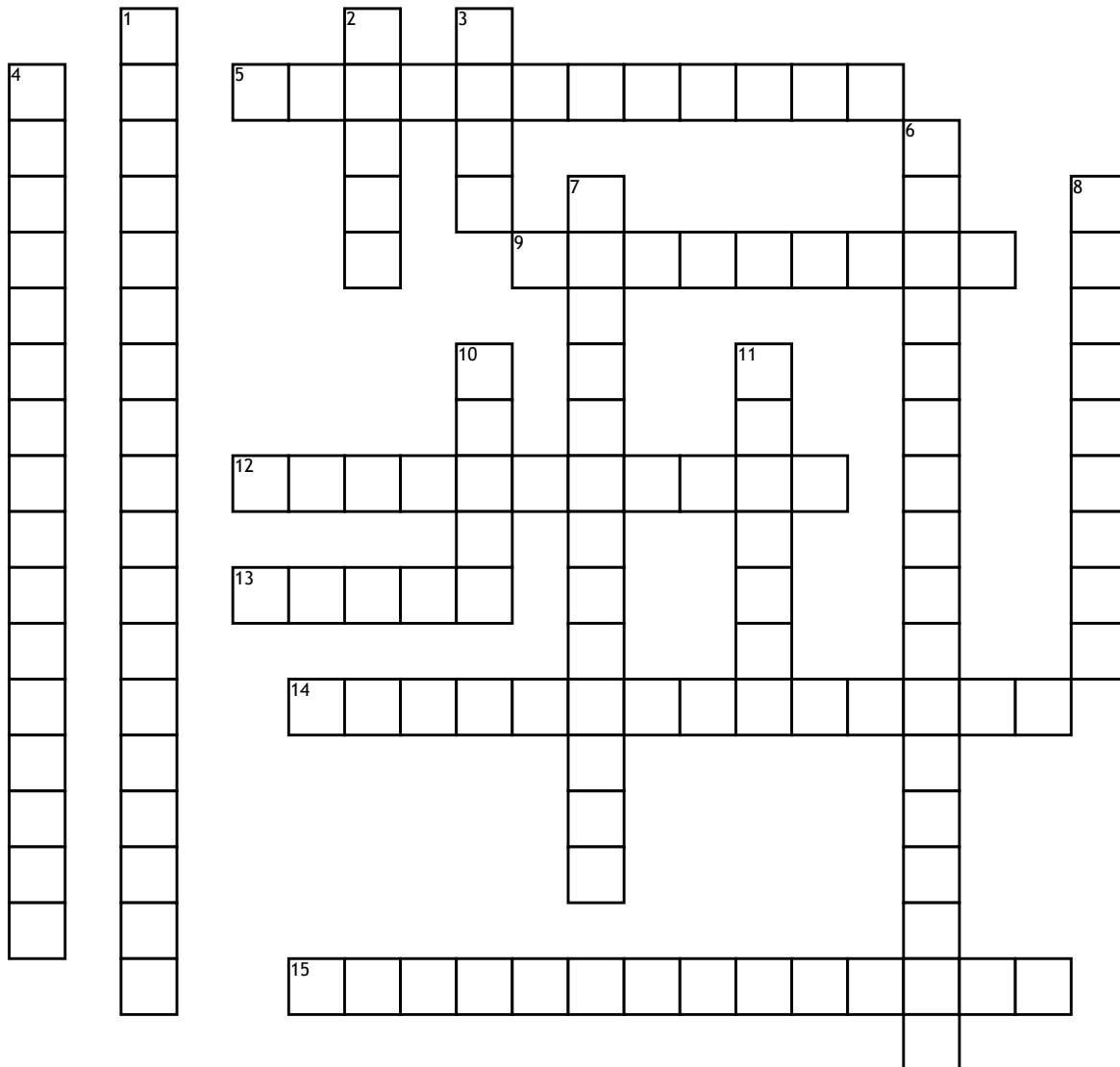


# Marketing Mix



## Across

**5.** the segment of the market that a business aims to sell its product to

**9.** Businesses that are in direct contact with the consumer e.g. a shop

**12.** Businesses that buy from producers and sell to retailers

**13.** a sign, symbol or design that helps distinguish one product from another

**14.** when a business collects and analyzing consumer information

**15.** once businesses complete their market research they prepare a .....

## Down

**1.** a special thing that attracts consumers to a product

**2.** what customers are prepared to pay for a product

**3.** 'sit down' research, secondary research

**4.** a factor that influences the price of a product

**6.** form of field research where you watch individuals without them knowing

**7.** when a business gives samples to consumers to see if they like the product

**8.** the way in which sellers publicize their products to generate sales

**10.** getting first hand information, primary research

**11.** additional or extra